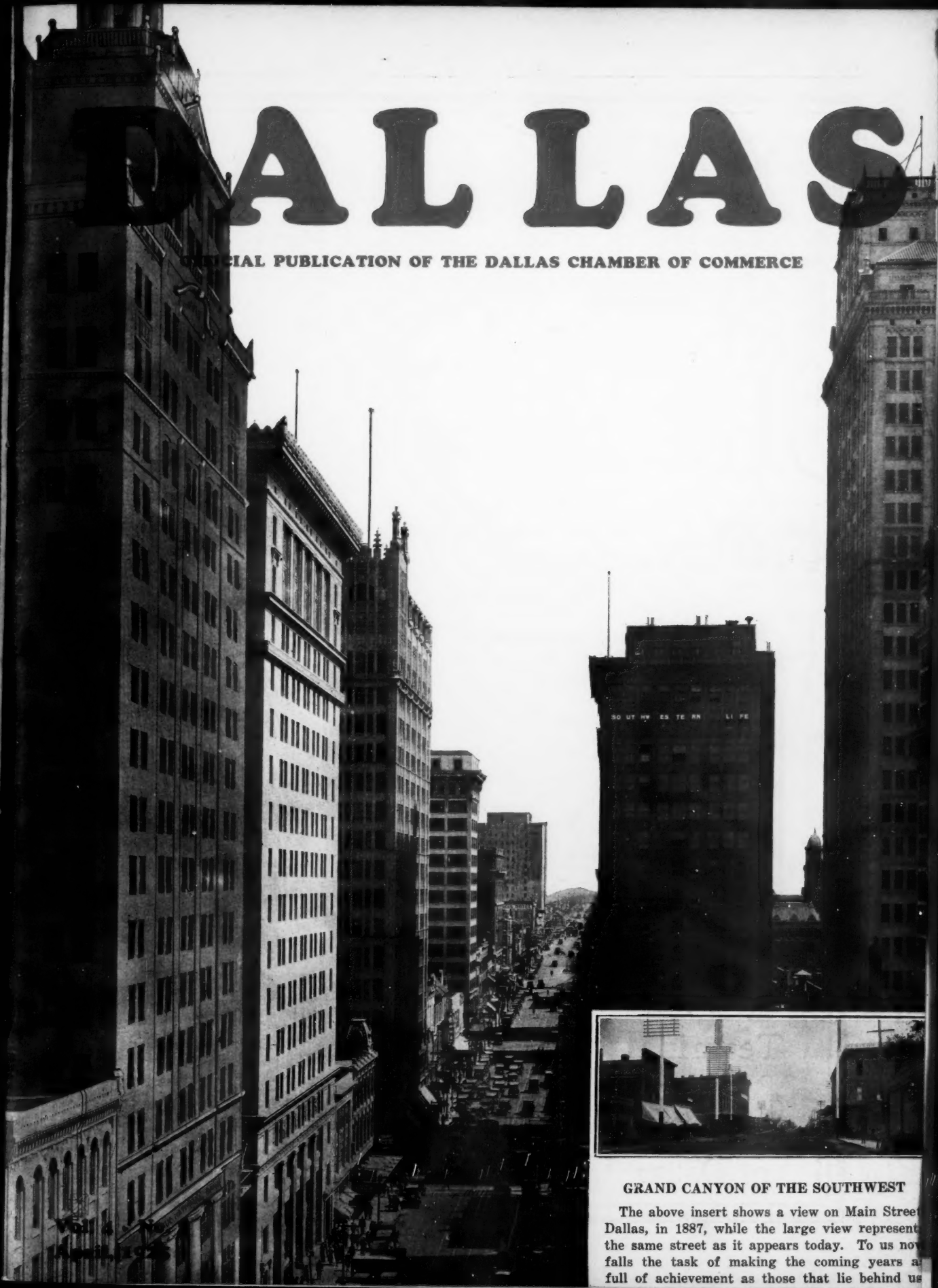


DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE



GRAND CANYON OF THE SOUTHWEST

The above insert shows a view on Main Street Dallas, in 1887, while the large view represents the same street as it appears today. To us now falls the task of making the coming years as full of achievement as those that lie behind us

Vol. 4, No. 1
April, 1928



TYPICAL PRIVATE OFFICE

TO LESSEES OF LARGE OFFICE SPACE:—The Santa Fe Building has especially designed a portion of its building to meet the requirements of users of large general offices. (These offices will appeal to large business concerns who are seeking space at low basic cost per square foot.

SHOW ROOMS: A few desirable stock and showrooms are still available. These rooms afford unusual advantages for the display of merchandise in this centralized market.

WAREHOUSES: 90,000 square feet of warehouse space available in large or small units.

Firms who are erecting this building:

LLOYD R. WHITSON, F. M.
F. COWDEROI DALE, A. R. I. D. A.
Architects
R. F. TAYLOR, M. E.
Engineers
WATSON CO.
Builders
VILBIG BROS.
Excavating Contract
AUSTIN BROS., INC.
Steel
MANETT, SEASTRUNK & BUCKNER
Wiring, Fans and Fixtures
HARRY I. MAXSON
General Insurance
BURTON LUMBER CORP.
Lumber and Cement

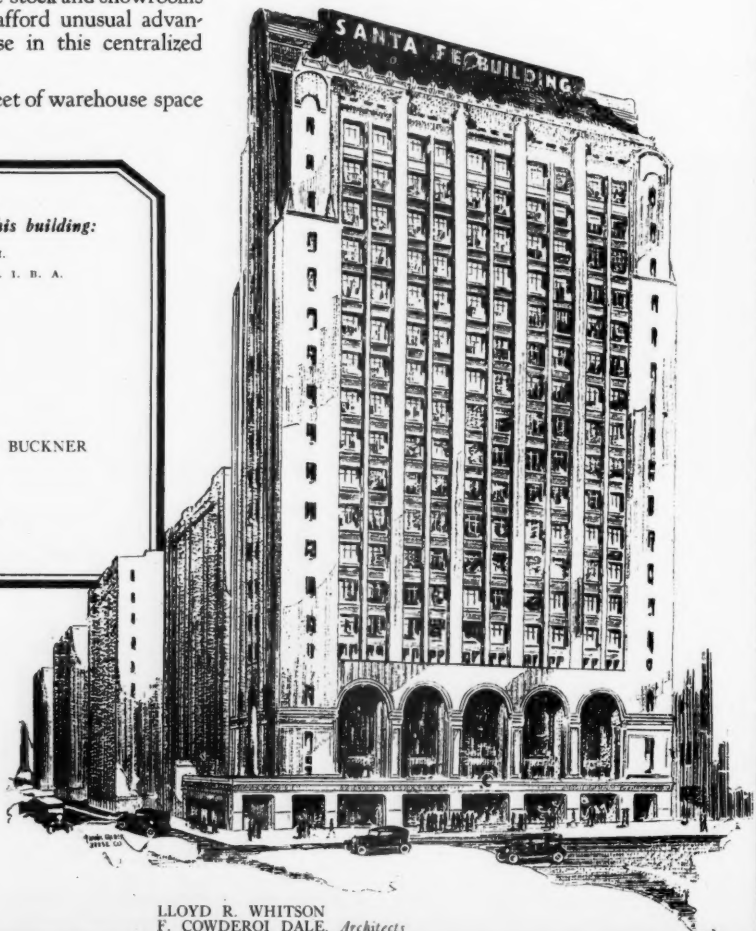
X-5076

Terminal
Building
Corporation
of Dallas

Santa Fe Building

Best Known Business
Address in Dallas

Your office, display room,
warehouse requirements,
can be filled in the Santa
Fe Building.



LLOYD R. WHITSON
F. COWDEROI DALE, *Architects*

Benson-Semans Say

"Paying Cash Pays"

They
Say it
with
word
pictures
by---

Hope-Mills
ADVERTISING
AGENCY

1616½ Main-Phone X-3560

"They are Different"

"INVINCIBLE" Rebuilt Typewriters

All makes—prices low
—terms if you wish.

Be sure and investigate
these typewriters be-
fore buying.

Agents for Remington
Portable.



American Writing
Machine Co.

DALLAS, TEXAS

1503 Commerce St. X-2740



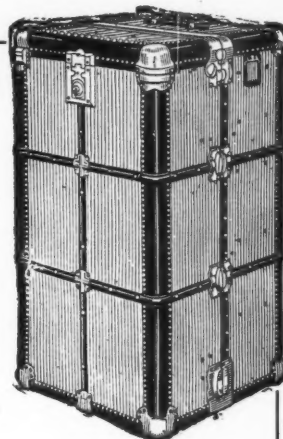
Wardrobe Trunks

A NEW TRUNK for MEN—

"The Bachelor"

☞ This Wheary Cushioned-Top "Bachelor" Wardrobe was designed for men—who travel extensively and live in hotels, clubs or rooming houses. ☞ It contains every item of a man's wardrobe conveniently and makes "living in a trunk" a pleasure instead of a nuisance. Let us show you how completely one of these trunks will take care of your needs.

Two Grades, \$75 and \$95



No. 100 Brief Case

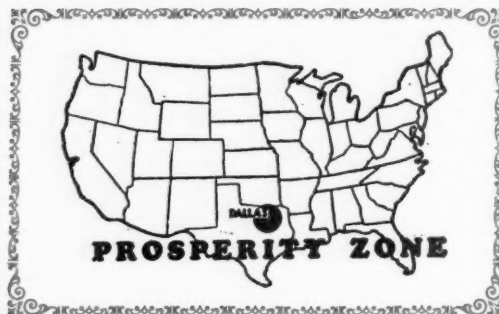
☞ Case is made of four-ounce smooth Brown Cowhide. One inch straps around Case. Three pockets. Nickel extension lock. Heavy leather handle sewed and riveted to Case. Size 11 x 16-inch. Price each \$10
Size 16-inch, 4 pockets. Price each \$10
Color, Brown

FAMOUS for FINE LEATHER GOODS OVER HALF CENTURY

Padgitt Bros. Co.
1501 COMMERCE ST. OPPOSITE MARTIN
RETAIL — "FINE LEATHER GOODS" — WHOLESALE

Prosperity Zone

Is Not a Transient Title



There are Dallas firms that have entered today upon the most aggressive programs of business-getting in their history. *Taking advantage of prosperity.*

There are others---there always are---that stand at the corner and peer apprehensively around, hesitating. Delaying. *Waiting for times to grow worse.*

May their wait be long. Just now it looks as though it would.

30 30 30

Statistics for March---bank debits, postal receipts, building totals and the like---again disclosed tremendous strides for Prosperity Zone (the Dallas hundred-mile circle).

Not only has this market been good for a longer unbroken period than any other in America (the U. S. Chamber of Commerce will endorse the claim) but it is meeting and surpassing the newer prosperity of other sections.

30 30 30

For those business firms whose greater progress hinges upon advertising it should be a pleasing fact that Prosperity Zone has one comprehensive medium; that one trusted and influential newspaper claims the undivided attention, every morning, of both the City and the Zone.

The Dallas Morning News

"Every Office Need Supplied"



IN BUSINESS TO SUPPLY THE NEEDS OF BUSY TEXANS

OFFICE

OUTFITTERS

TO

DOCTORS
LAWYERS
BANKERS
MERCHANTS
WHOLESALERS

OTHER BUSINESS AND PROFESSIONAL MEN IN ALL LINES.

*Is Your Office "Up to the Minute?"
If Not—See Us At Once*

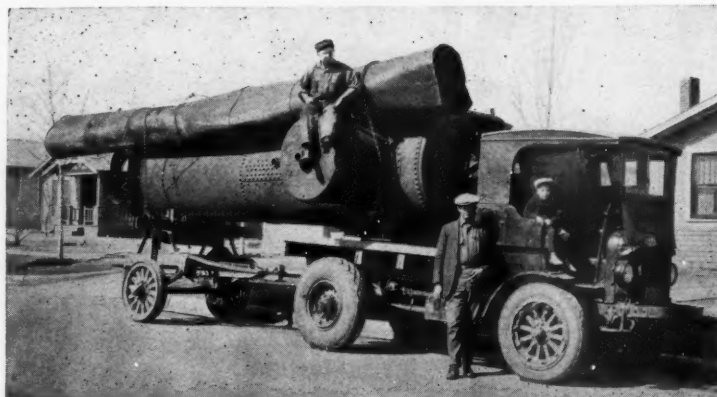
Simpson-Whiteman Co.

X-3957

1521-23 Commerce Street

X-7358

"Most Economical Truck of Its Type I Have Ever Seen in Operation"



Mr. W. E. Dolman, general hauling contractor, recently wrote the Autocar Direct Factory Branch at 2701 Main Street as follows:

"I am better pleased every day with my Autocar. I have found by a thorough test of this Autocar that it is the most economical truck of its type I have ever seen operating in or around oil field work---and that covers a good many makes of trucks.

"Its fuel consumption is from 20 % to 60 % less than the other makes of trucks of the same capacity. My Autocar handles its load more easily and covers one-third more road distance in the same time than any other truck I have matched it against."

Autocar Sales and Service Company of Texas

2701 Main Street, Dallas

Robert R. Harper, Manager Telephone Y-1529

Direct Factory Branch of The Autocar Company, Ardmore, Pa., Established 1897
Branches in 46 Cities

SEND WITH YOUR LETTERHEAD

THE AUTOCAR COMPANY

Box 2260, Ardmore, Pa.

Without obligation, please send me the Autocar Booklet describing Autocar performance in the gas and oil industry.

Autocar

gas and electric trucks
EITHER, OR BOTH - AS YOUR WORK REQUIRES



DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 4

APRIL, 1925

No. 4

Dallas Is Center of Great Oil Production

AROUND 55 per cent of all the oil produced in the United States, and nearly 40 per cent of the entire production of the world, comes from the Mid-Continent field, embracing the States of Texas, Oklahoma, Arkansas, Louisiana and Kansas—a territory which has its geographical center near Dallas. Practically all this territory is within easy overnight travel by rail from Dallas.

The American Petroleum Institute has estimated the world's oil production for 1924 at 1,013,139,000 barrels. The United States produced 714,000,000 barrels of this amount, or 70.5 per cent, and the production of the Mid-Continent field was nearly 400,000,000 barrels.

The development of the Mid-Continent field has been most startling. In so recent a year as 1901 the total production of the field was only 4,500,000 barrels, as compared with 60,000,000 barrels for the entire Nation. In little more than 20 years the Mid-Continent field has brought above ground nearly three billion barrels of crude oil and has received for it five billion dollars, it was shown in an address by Pat Malloy of the Constantine Petroleum Co., Tulsa, before the district meeting of the United States Chamber of Commerce at Memphis last fall.

During the past six years Texas has produced \$1,000,000,000 worth of crude oil. The Texas production of natural gasoline for 1924 was approximately 200,000,000 gallons valued at \$18,000,000. The natural gas production of Texas amounts to 34,042,000,000 cubic feet, valued at \$12,000,000, according to Holland's Southwestern Report.

Texas Production by Counties

THE Southwestern Bell Telephone Company has compiled and published the following table showing the amount in barrels and value of Texas oil production in 1923 by Counties:

County—	1923
Archer	\$ 5,088,630
Bexar	1,342,842
Brazoria	7,372,230
Brown	223,665
Caldwell	1,512,055
Carson	7,595
Chambers	172,740
Clay	164,635
Coleman	48,465
Eastland	6,405,820
Fort Bend	1,638
Galveston	19,018

Harris	9,033,960
Hardin	3,220,327
Jack	10,865
Jefferson	309,325
Liberty	7,827,617
Limestone	20,079,395
Matagorda	54,605
Milam	232,602
Mitchell	166,205
Nacogdoches	36,545
Navarro	32,361,150
Orange	5,311,995
Palo Pinto	402,920
Reagan	18,425
Shackelford	1,426,180
Stephens	9,963,055
Webb	1,952,745
Wharton	332,565
Wichita	18,823,290
Williamson	34,210
Young	2,351,080
Total barrels	136,308,389
Approximate value	\$162,200,000



DALLAS—PAST AND PRESENT

Above is shown the first building in Dallas, the 10x12 ft. cabin built by John Neely Bryan in 1841. The structure is now at Buckner Orphans' Home.
Below is shown one of Dallas' many palatial homes of today.

Business Outlook Favorable Over Southwest

THE business outlook over the Southwest this year is favorable, according to such monthly summaries as Holland's Southwestern Report, Texas Business issued by the Belo publications, and the monthly report of the Dallas Federal Reserve Bank. Southwestern farmers will borrow less to carry on 1925 operations than for many years past, this being one of the most significant features. The farm value of Texas crops in 1923 was a little more than one billion dollars and for 1924 but slightly under a billion, while the farm value of Southwestern crops in 1923 totaled one and three-quarter billion dollars and \$1,786,841,000 in 1924. Following these two big crop years, farmers started 1925 in excellent financial condition and with their work well advanced.

While rains were slow coming this season, during recent weeks there has been timely precipitation. The beef cattle industry is looking up. Hogs are again becoming mortgage lifters; interest in dairying is increasing; the sheep and goat industry is prospering and standard bred poultry is found on thousands of farms. Business men of the Southwest, as well as farmers, are more interested than ever before in better farming and better livestock. Banks have record deposits and are in position to render assistance that may be requested.

The volume of business transacted in the Southwest during the first seven months of this year was in excess of that of the corresponding period of 1924, if check transactions at banks in 12 leading cities may be taken as a reliable indication. The crude oil market has strengthened and there has been an increase in daily production in Texas during the past two months. Texas expended \$440,000,000 in 1924 for automobiles, accessories, replacements on old cars and gasoline and oil for motor vehicles, and it is expected the figure will be considerably larger in 1925.

"Dallas within a few decades will be a city of 500,000," was predicted by Harland Bartholemew, city plan engineer from St. Louis, in an address last month before a joint meeting of the Kessler Plan Association and the Dallas Lions' Club. He declared that if St. Louis had acted ten years earlier in the creation and execution of her city plan she would have saved nearly \$25,000,000. He urged the carrying out of the various Kessler plan suggestions for Dallas.

DALLAS

from

A to Z

HEREWITH is the text of the fifth annual issue of the pamphlet, "Dallas from A to Z," with statistics on Dallas revised down to the first of this year. It is issued primarily for use in connection with answering some 5,000 letters of inquiry received by the Chamber of Commerce each year, as well as for handing to the thousands of out-of-town people who visit the Chamber of Commerce. Any person wishing to secure some copies of this pamphlet, can get them by applying to the Publicity Department of the Chamber of Commerce.

Commerce furnishes quarters for and assists the financing of the offices of the Dallas County Agricultural and Home Demonstration Agents.

Automobiles

Motor vehicle registration showed that Dallas County with 56,018 cars easily led all Texas Counties in 1924. Among cities of the Nation above 100,000 population Dallas ranks sixth in motor vehicles per square mile and third in persons per car. Dallas County has more cars than Mexico, Cuba and Hungary combined and almost as many as Belgium or Italy. There were 828,404 motor vehicles registered in Texas up to December 31, 1924. Dallas dominates the Southwest as a distributor of automobiles, trucks, tires, accessories and related lines, distributing around \$200,000,000 worth a year. The Dallas Automobile Trades Association is the aggressive organization of dealers with headquarters in the Chamber of Commerce Building.

Assessed Valuation

The assessed valuation of the City of Dallas in 1924 (incorporated limits only) was \$209,810,675—real estate \$74,033,050; improvements \$64,554,550; personal \$71,223,075. Percentage of actual value assessed upon 50 per cent on personal property, 36 per cent on real estate and improvements. This would place the real value of Dallas

property at more than \$525,000,000, an increase of more than 900 per cent in the past 24 years. Tax Rate: City, \$2.43 per \$100 valuation. This would mean a rate but little above \$1.00 if property were assessed at its full value. State Tax rate, 75c; County, 86c.

Building Data

During the past six years building permits in Dallas have totalled \$115,311,978. Dallas has maintained a steady growth and although ranking only 42nd in population in 1920, this city stands 24th in the Nation in the total value of building for the past six years and 21st in 1924, when a total of \$26,538,224 worth of construction permits were issued, in the incorporated limits and \$30,650,564 in Greater Dallas. Only one City in the South led Dallas in the value of construction work for 1924. Dallas is the skyscraper center of the Southwest with 114 buildings from 5 to 29 stories in height. In the Magnolia Building, towering 402 feet above the street, Dallas can claim the tallest building in the South. Outside of New York City there are but three taller buildings in America.

Chamber of Commerce

The Dallas Chamber of Commerce owns its five-story home at 1101 Commerce Street, corner of Martin Street. The following major departments are maintained: Executive; Manufacturers and Wholesalers; Transportation and new Industries; Retailers, Conventions and Publicity; Service and Membership; Junior Chamber of Commerce. The Chamber welcomes inquiries and visitors, at all times striving to furnish reliable information and perform services with a view to making Dallas a bigger and better city in which to live and work. The Dallas Real Estate Board, Dallas Automotive Dealers Association, Dallas Open Shop Association and the Southern Central Division of the U. S. Chamber of Commerce also maintain headquarters in the building.

Churches

Dallas has more than 100 congregations, representing more than a score of denominations or creeds, with a membership in excess of 125,000. This city ranks very high in number of business men identified with the churches. The greatest church building movement in the history of Dallas is now under way, with the capacity

Dallas Ranks

- 42nd in Population
- 15th in Jobbing Business
- 21st in Building Permits
- 19th in Bank Clearings
- 23rd in Postal Receipts.



WHY does Dallas, in all recognized tests of city strength, outrank many cities of greater size? It is not alone due to the fact that Dallas is situated in the heart of an immense, fertile, rapid-growing inland empire, with more undeveloped resources than any other section of the Nation.

Dallas has been made what it is through the development of the dreams and visions of practical men. The slogan of the city is: "DALLAS, WHERE MEN ARE LOOKING FORWARD." It is a city where past laurels are forgotten in the enthusiasm of new successes being realized or to be realized. It is a city organized for Big Business, and the famous "DALLAS SPIRIT," of which faith, confidence, co-operation and teamwork are keynotes, is its irresistible driving power.

This pamphlet, arranged in alphabetical form for convenience, is compiled for the benefit of business institutions or individuals who consider visiting, locating or doing business in Dallas. The booklet does not attempt to cover all subjects fully, but upon application the Chamber of Commerce will be delighted to go into all matters in detail.

Amusements

Dallas offers theatrical facilities unrivaled in the Southwest. The city has 36 theatres (5 for negroes), with a combined seating capacity of 28,000. The Municipal Auditorium at Fair Park, with a seating capacity of 6,000, is used by some large visiting attractions. Dallas has a "Little Theatre" which owns its own home. Other amusement and recreation facilities will be mentioned under "Parks and Recreation."

Area

Twenty-six square miles within incorporated limits.

Agriculture

Agriculture, leading industry of the Southwest, is described in detail under the headings, "Dallas County" and "Trade Territory." The Chamber of

of some of the larger churches being doubled and new churches being erected. Dallas church edifices rank with those of many cities twice its size.

City Plan Commission

A branch of the municipal government, the City Plan Commission, is charged with stabilizing the phenomenal growth of Dallas and enabling the city to develop rationally along modern symmetrical lines.

Climatic Conditions

Altitude around 500 feet. Average annual rainfall, 37 inches. Average annual wind 8.8 miles. Average annual temperature 64.4 degrees. Average number of days between killing frosts, 240. Average humidity for year at 7 a. m. is 80 per cent, and the average at 2 p. m. for July is 43 per cent; August, 53 per cent; September, 54 per cent. Dallas climate as a whole is dry, pleasant and invigorating, without extremes, but with sufficient variety to prevent monotony.

Cotton Market

Dallas is the largest inland cotton market in the world, handling over 1,500,000 bales annually. Reports from the U. S. Department of Agriculture show that nearly half of the total cotton crop of the South is produced within a 12 hours' ride of Dallas while 40 per cent of the Texas crop is raised within 100 miles of this city. In 1924 Texas produced 4,770,000 bales of cotton valued at \$534,240,000, this being 36 per cent of the Nation's cotton crop. Dallas is headquarters for the Texas Farm Bureau Cotton Association which owns its own capacious home here. Dallas has more than 125 cotton shippers and exporting houses and brokers. Dallas has the third largest cotton warehouse in the Nation, a \$900,000 concrete building with a 100,000 bale capacity.

It is believed that Dallas leads the world in the handling of cotton seed products. Through its cotton seed oil mills and refineries, brokers and agents, Dallas handles one-third of the Texas cotton seed crop. Headquarters for the Texas Cotton Ginners' Association, and the Texas and Interstate Cotton Seed Crushers' Associations are held in Dallas.

Dallas County

(a) Description—Dallas County, situated on the Trinity River in North Texas, east of central, was created in 1846 from Robertson and Nacogdoches Counties. The surface is generally level with rolling prairies in the Northwest portion. In the eastern portion is considerable sandy loam land, but most of the remainder is in the famous black-land belt. Practically 90 per cent of the land is tillable and fully 350,000 acres of the County's 900 square miles are in cultivation. Good well water is found at a depth of 35 to 40 feet and artesian water at 700 to 3,000 feet.

(b) Agriculture—The value of Dallas County's farm products ranges between \$15,000,000 and \$20,000,000 annually. Dairy stock and products rank next to cotton in importance, the County being a center for pure-bred dairy cattle, as well as other pure-bred

live stock. Poultry products are the third largest source of farm revenue. Other leading agricultural and live stock products are oats, corn, hay, silage, truck, fruit, wheat, barley, hogs, sheep, goats, horses, mules, etc.

(c) Population—For several years Dallas County has led the State in population. The 1920 Federal census showed 210,551, an increase of 55.1 per cent in 10 years. The 1920 census showed leading towns of the County, aside from Dallas, as follows: Highland Park, 2,321; Garland, 1,421; Grand Prairie, 1,263; Lancaster, 1,190;

Help Us To Sell Dallas

If you will send us the name of the proper official of some Northern or Eastern factory or other business concern that does not now have a branch or connection at Dallas, we will be glad to send them a copy of this issue of "DALLAS," together with a letter mentioning that it is being mailed at your request.

"DALLAS" goes each month to a large list of such prospects, but this particular issue, with its data about the city and its cover and double-page of views visualizing the growth and importance of Dallas, should be placed in the hands of an even greater number.

Kindly mail the name or names suggested to "Publicity Department, Dallas Chamber of Commerce."

Cement City, 878; Mesquite, 674; Carrollton, 573; Cockrell Hill, 549; Irving, 357; Dalworth Park, 332.

Educational Facilities

The City of Dallas has 131 schools, including 45 elementary, 6 high and 80 private schools, colleges and universities. The Dallas public school system represents a real estate replacement value of \$7,000,000. During the 1923-24 term approximately 1,100 instructors served 42,016 pupils. The standard of Dallas public schools is exceptionally high and the instructors are the best paid in the State. An outstanding feature of the system is the night school with an attendance of more than 6,000 where training is offered in the various professions, trades and business. Southern Methodist University, one of the leading educational institutions of the South, has an enrollment of around 3,000. Buildings and grounds of this school are valued in excess of \$2,500,000. Dallas University, prominent Catholic school for men and boys, is located here and also the Baylor Medical College, one of the two great schools of the Southwest teaching medicine, pharmacy, dentistry and nursing. There are several other important private schools here.

Financial Data

(a) Banks—Headed by the Federal Reserve Bank of Dallas (Elev-

enth District), and with 15 National or State Banks, the Morris Plan Company, two joint stock land banks, several trust companies without banking privileges, 70 mortgage and investment companies, building and loan associations, etc., Dallas is the undisputed financial center of the Southwest. Capital stock of Dallas' 14 National and State banks is \$15,100,000. Dallas ranked 19th in bank clearings among all cities of the nation in 1924, while the 1920 Federal census showed Dallas 42nd in population.

(b) Postal Receipts—Dallas ranked 23rd in postal receipts among all cities of the Nation in 1924. Dallas' postal receipts for 1924 were \$3,105,565.

Fuel and Power

The oil, gas and coal fields of four States, including Texas, are conveniently located with reference to Dallas. Texas is underlaid with a lignite belt reaching to within a few miles of Dallas, that is estimated to contain 25 billion tons of fuel with an average heating value of 1,000 B. T. U. per cubic foot. The domestic gas rate is 67½¢ net per 1,000 cubic feet and the rate for industrial gas is 14½¢ net upward per 1,000 cubic feet. Electric light rate 6 cents per k. w.; power 1½¢ net per k. w. upward, varying with amount used. The Dallas Power & Light Company now has an investment of more than \$12,000,000 in Dallas, an increase of more than 100 per cent in the past seven years.

Foreign Corporations

More Northern and Eastern concerns maintain distributing branches at Dallas than in all other Texas cities combined. This is the strongest concrete proof that Dallas is the best city in the Southwest from which to distribute goods. Dallas has 1,179 more business concerns of all kinds than the next Texas city in rank, according to Bradstreet's.

Fire Department

Dallas has one of the most efficient fire departments in the country. It is completely motorized and has 50 pieces of the most modern equipment. There are 521 fire alarm boxes, 23 fire stations and 378 men, operating under the double platoon system. The appropriation for the department's maintenance during the current year is \$649,507.

Governmental Agencies

Recognition of Dallas as the "key city" of the Southwest has been ac-



DALLAS ATHLETIC CLUB



TYPES OF DALLAS HOMES

corded by the Government in the establishment here of more than 20 important Governmental agencies. There are approximately 1,000 Federal employees in Dallas.

History of Dallas

Though only a little more than 50 years old, having been incorporated as a city April 28, 1871, Dallas ranked in 1920 as the 42nd city of the Nation in size and it is truly representative of the marvelous development of the Southwest. The first settler of Dallas was Colonel John Neely Bryan, who built a pole hut here in 1841. The settlement was named after George Mifflin Dallas, Vice President of the United States under the Polk administration. By 1870 the village had but 5,000 people, although incorporated as a village in 1856. By 1880 the population had reached 10,358, with 38,067 in 1890 and 42,638 in 1900. Greater Dallas had a population of 248,800 at the beginning of 1925, according to the City Directory.

Health

The normal resident death rate of 11.5 per 1,000 population annually is lower than in many of the principal cities of the Nation and is a tribute to local climatic advantages and sanitary measures. The bacterial content of the water is well below the standard set by the Government and every recognized channel of infection is controlled by an efficient City Health Department, which works in close harmony with the U. S. Public Health Service. The death rate would be still lower if it were not for the fact that Dallas is the greatest medical center of the Southwest, its hospitals and high class medical and surgical specialists drawing heavy patronage from a wide area. Dallas has four large hospitals, and construction work is under way on a fifth.

Hotels and Lodging Houses

Dallas hotels rank with those of many cities twice its size. By the end of 1925 Dallas will have hotel accommodations for 17,500 guests and a total valuation of \$25,000,000, a big hotel construction program being under way. With the completion of this program, following will be the alphabetical list of the larger downtown hotels: Adolphus, Baker, Campbell House, Hilton, Jefferson, Milam, Park, St. George, Southland, Texan and Waldorf. Three large apartment hotels have recently been completed at a total cost of more than \$4,000,000, which handle a certain amount of transient business, and there are several hundred smaller hotels and lodging houses.

Our city is proud of its many excellent restaurants. Dallas has assimilated nicely an attendance as high as 200,000 on a single day at the State Fair, Dallas is popular as a convention center, entertaining annually from 60,000 to 90,000 convention guests.

Housing

Dallas is known primarily as a "city of homes," but apartment houses are rapidly growing in popularity. Greater Dallas has more than 48,000 homes. Dallas has some of the finest and most beautiful residential sections of any American city, where millions of dollars have been spent in landscape gardening.

Highway Center

Dallas is located on the following transcontinental automobile highways: Bankhead, Meridian, King of Trails, Dallas-Canadian-Denver and the Dixie Overland. Dallas is the center of a veritable network of good roads, leading in all directions. Dallas County has more than 1,000 miles of surfaced highways, some 400 miles paved and 600 miles graveled. The County is now completing improvements costing \$6,500,000 in highway construction. Touring information can be obtained at the Dallas Automobile Club, corner of Pacific Avenue and Harwood Street, and the Circle Automobile Men's Association of America, 512 Jackson St.



VIEW OF WHITE ROCK LAKE PARK

Insurance

Dallas ranks as the 7th most important insurance center of the Nation. There are over 3,000 people employed by the more than 250 insurance agencies located here and the insurance trade adds approximately \$40,000,000 annually to the bank clearings of the city. Five Texas life insurance companies have their general offices in skyscrapers here, in all but one instance these being owned by the concerns. Dallas is the "distributing center" for insurance in the Southwest and practically every insurance company authorized to operate in Texas is represented in Dallas, many with State headquarters here.

Labor

Dallas is an open shop city, maintaining since 1919 a strong Open Shop Association, affiliated with and backed by the Chamber of Commerce. Labor efficiency and contentment due to the Open Shop, to the climate and to the satisfactory living conditions, make profitable relatively high wages for good workmen. Because of the mild climate, there is less expense for fuel, clothing and food, and as costly residences as in the North are not required. There is an enormous reserve

of both skilled and unskilled labor in the Dallas territory. Texas has no minimum wage law. Vocational training is taught in the public schools. Due to the diversity of industry in Dallas, the city does not run the risk of industrial tie-up and consequent depression that might come to a city dominated by a single industry.

Libraries

Dallas has two public libraries, the main library being in the downtown district with a branch in Oak Cliff. These libraries have over 70,000 volumes, 49,000 registered borrowers and a circulation in excess of 300,000 annually.

Music and Art

In forging its superstructure of commercial greatness, Dallas has not overlooked music and all the finer arts which make for community culture. Foremost musical attractions of the Nation receive hearty patronage here and draw visitors from a wide radius. Dallas' advantages for the study of music and other fine arts are unexcelled in the Southwest. An exhibit of the work of famous artists, including many excellent entries from Texas, is held here each year under the auspices of the Dallas Art Association and an art exhibit is maintained the year around. Dallas is a complete market for musical goods, figures from the Dallas Music Industries Association showing the annual distribution in this line to exceed \$12,000,000.

Manufacturing

The next great era in the development of Dallas will be manufacturing. The 1924 survey showed Dallas leading all Texas cities in number of factories and value of products, the 762 factories producing \$125,000,000. This survey considered only factories within the incorporated limits, which were 26 square miles, and the manufacturing total for the entire Dallas industrial district reached approximately \$145,000,000. The Manufacturers Association of the Chamber of Commerce is very active in the interest of Dallas manufacturers and every year witnesses the steady increase of this industry.

Dallas makes nearly one-half of the cotton gins of the world and also leads the world in the manufacture of saddlery, harness and leather goods. Among other leading lines of manufacturing are: Petroleum products, cotton seed products, iron and steel products, cement, clothing, flour and mixed feeds, bakers' products, furniture, packing house products, paint, building material and planing mill products, cigars, candy, oil field



ONE OF FIVE COUNTRY CLUBS

supplies, soap, brass products, mattresses, trunks, sporting goods, wood and paper boxes, building and wrapping paper, caskets, beverages, canned goods, engraving, printing and publishing, artificial limbs, architectural cement stone, bags, automobile accessories, envelopes, ice, ice cream, jewelry, tents and awnings, sheet metal and wire, tools, showcases, toys, etc.

A diversified list of raw materials in the territory is indicated by the wide range of manufacturing in Dallas. Until a few years ago manufacturing had been largely overlooked in Texas, although this State is the greatest producer of raw materials in the Nation. Dallas has two large cotton mills and it is expected that several more will locate here in the next few years. It added 132 new factories in 1924. With the general tendency over the Nation toward placing factories nearer the raw material centers, the Southwest, the fastest growing section of the United States, may look for many more factories to handle its vast resources of such raw materials as cotton, corn, wheat, oats, rice, sugar cane, fruits and vegetables, hogs, sheep, cattle, dairy and poultry products, timber, coal, lignite and natural gas, petroleum and many other minerals. Dallas has marked advantage as to labor, working conditions, power, transportation, accessibility to raw materials and marketing of products and undoubtedly will be developed into one of the Nation's most important industrial centers.

Municipal Government

Dallas has the commission form of Government, with a Mayor and the following four Commissioners: Commissioner of Finance, of Water and Sewerage, of Streets and Public Property, of Police and Fire. This form of Government has given efficient, economical service since its inauguration some 21 years ago.

Newspapers and Publications

Dallas is the second largest publication center in the South, publishing 72 newspapers, magazines and periodicals. Dallas' daily newspapers are the Dallas Morning News, The Times Herald, Dallas Journal and Dallas Dispatch.

Oil Center

More than one-half of the oil of the United States is produced within easy over-night travel of Dallas. This city is Southwestern headquarters for many of the largest oil companies. Dallas has five petroleum refineries and is a center for the manufacture and distribution of oil field machinery



LOBBY OF \$1,000,000 MELBA THEATRE

and supplies. The Central Texas oil field extends to within 70 miles of Dallas.

Organization Headquarters

Among State or district organizations with headquarters at Dallas are: Southern-Central Division U. S. Chamber of Commerce, Texas and Interstate Cotton Seed Crushers' Association, Texas Cotton Ginners' Association, Texas Farm Bureau Federation, Texas Division Mid-Continental Oil and Gas Assn., Texas Industrial Congress, American Legion, State Poultry Association, North Texas Life Underwriters, North Texas Wholesale Grocers' Association, Texas Bankers' Association.

Parks and Recreation

Dallas has approximately 4,000 acres in public park property and playgrounds, including 31 parks within the city limits, many conveniently located with reference to industrial workers. Free motion picture shows and band concerts are given in the parks. Dallas has 30 free baseball diamonds, 43 tennis courts, 17 swimming pools for children, as well as a municipal bathing pool with 3,000,000 gallons capacity for whites and another large pool for negroes, athletic fields and polo grounds. Included in the park property is White Rock, with



\$1,000,000 PALACE THEATRE

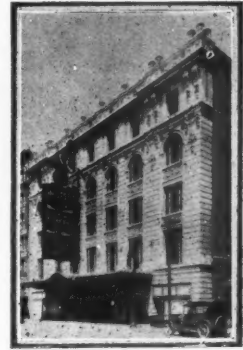
2,500 acres, where one of the city's reservoirs covers 1,600 acres. Splendid camp and picnic sites and excellent boating and fishing are offered here as well as at Bachman's reservoir and other city water supply projects. The city's zoo in Oak Cliff ranks well with those of many cities much larger than Dallas. Dallas has 4 municipal golf courses, giving this city a total of 14 golf courses. Dallas is a member of the Texas League, Class A baseball and the team's ball park is one of the best in the minor leagues. There are several excellent privately owned swimming pools in Dallas available to the public.

Police Protection

Dallas has a well organized and efficient police department, with some 220 men in its various branches.

Population

The 1920 Federal census gave Dallas a population of 158,976 within its incorporated limits, which were 23 square miles at that time. This was an increase of 72.6 per cent in ten years. According to the Federal census Dallas has jumped from 86th to 42nd city in population rank in two decades, and granted the same rate of growth for Dallas and all larger cities, the



\$2,000,000 MAJESTIC THEATRE

1930 census will show Dallas as the 31st city of the Nation. The incorporated limits at the present time are 26 square miles and the City Directory gave Greater Dallas, roughly a 6-mile radius, a population of 248,000 at the beginning of 1925. Including its immediate suburbs, Dallas is the largest city in the Southwest.

Retail Business

Dallas is the ranking retail trade center of the Southwest, with an annual retail business that reached \$260,000,000. Dallas has more than 3,000 retail establishments, employing some 20,000 at an annual payroll of around \$30,000,000. For completeness and quality the Dallas retail market ranks well with cities many times the size of Dallas. Even from beyond the "Magic Circle"—a 100-mile radius from Dallas wherein dwell 2,000,000 people—many residents of the Southwest visit the Dallas retail market, as in cases where particular housewives desire to choose certain furnishings for new homes, etc. The slogan of the Retail Merchants' Department of the Chamber of Commerce is: "Dallas, Center of a Million Satisfied Shoppers."

Sewerage

Dallas has 335 miles of sewer. The modern Imhoff disposal system is used and new improvements and additions are now being made that will double the capacity of the system. Upon the completion of this work the sewerage lines and disposal plant will represent an investment of \$2,713,000.

Streets

Dallas leads all Texas cities in the matter of paved streets. Of its 411 miles of streets, more than 230 miles are paved. The city has more than 450 miles of sidewalk. Dallas streets as a rule are straight, wide and well planned to furnish direct access to all sections. Several residential streets have central parking, and beautiful shade trees line almost all thoroughfares. The Dallas-Oak Cliff viaduct, 5,480 feet in length, is said to be the longest viaduct in the world.

Street Railway System

Dallas has a splendid, modern street railway system, rendering excellent service. It has 112 miles of trackage, with practically no section further than five blocks from a car line, save in some of the new additions. The

(Continued on page 24)

24th Annual Good Will Tour Is Under Way

ONE hundred cities and towns in the eastern and southern sections of Texas are being visited on the 24th annual Good Will Tour of the Dallas Chamber of Commerce, April 7-14. A. P. Johnston is general chairman of the trip. 18,000 handsomely printed Dallas booklets were mailed in advance along the route. Around 100 Dallas business men are making the trip. The tour covers 1,228 miles through some of the most splendid sections of the Southwest. The itinerary of the trip follows.

First Day, Wednesday—Gainesville, Woodbine, Whitesboro, Southmayde, Sherman, Bells, Savoy, Ector, Bonham, Dodd, Windom, Honey Grove, Petty, Brookston, Paris, Blossom, Detroit, Bagwell, and Clarksville.

Dallas to Send Crowd to West Texas Meet

Upon the return of the Good Will Tour evangelists, the Chamber of Commerce will begin arranging for a large party to attend the annual convention of the West Texas Chamber of Commerce, to be held at Mineral Wells, May 4 to 6.

Second Day—Annona, Avery, DeKalb, Malta, New Boston, Nash, Texarkana, Queen City, Atlanta, Bivins, Kildare, Lodi, Jefferson, Woodlawn, Marshall, Hallsville and Longview.

Third Day—Tatum, Beckville,

Carthage, Gary, Teneha, Center, Neville, San Augustine, Bronson, Pine-land, Brookeland, Jasper, Ragansville, Kirbyville, Bessmay, Buna, Silsbee, Beaumont and Port Arthur.

Fourth Day—Guffey, Beaumont, China, Devers, Liberty, Dayton, Houston, Sugarland, Richmond, Rosenberg, Alvin, Arcadia, Alta Loma, Hitchcock and Galveston.

Remain in Galveston Saturday night and Sunday, the fifth day.

Sixth Day—Waller, Hempstead, Courtney, Navasota, Millican, Bryan, Hearne, Franklin, New Baden, Marquez, Jewett, Buffalo, Oakwood and Palestine.

Seventh Day—Neches, Jacksonville, Troup, Tyler, Swan, Lindale, Mineola, Grand Saline, Fruitvale, Edgewood, Wills Point, Elmo, Terrell, Lawrence, Forney, Mesquite and Dallas.

DALLAS BUSINESS FOR MARCH



PREDICTIONS made for a record business year in 1925 are being substantiated by all available statistics. The following figures show the greater volume of business for the first quarter of 1925 as compared with the corresponding period of 1924. Increases: Real Estate Transfers, \$3,009,815; Bank Clearings, \$125,153,409; Debits to Individual Accounts, \$149,641,000; Postal Receipts, \$54,984.11. Decrease: Building Permits, \$779,159. Increases in the number of public utility connections since the first of the year are as follows: Water Connections, 1,165; Gas Meters, 941; Electric Light Meters, 925; Telephone Connections, 1,490.

REAL ESTATE TRANSFERS, DALLAS COUNTY			BANK CLEARINGS		DEBITS TO INDIVIDUAL ACCTS.	
	1924	1925	1924	1925	1924	1925
January	\$ 5,966,506	\$ 7,132,127	\$ 175,728,270	\$221,291,763	\$ 203,546,000	\$263,899,000
February	5,826,384	6,520,472	166,206,564	204,232,270	168,471,000	203,672,000
March	6,297,201	7,447,307	174,544,239	216,108,449	165,481,000	219,568,000
Sub-Totals	\$18,090,091	21,099,906	516,479,073	641,632,482	537,498,000	687,139,000
April	5,981,020		160,002,097		163,104,000	
May	6,649,806		151,836,813		156,441,000	
June	5,936,195		147,763,351		145,519,000	
July	6,137,307		147,647,935		147,278,000	
August	4,862,863		149,975,148		145,100,000	
September	5,709,326		218,421,658		190,790,000	
October	6,072,952		268,289,401		236,115,000	
November	4,838,171		218,684,948		208,127,000	
December	6,206,582		229,634,948		248,773,000	
Totals	\$70,479,312		2,208,734,872		2,178,745,000	
POSTAL RECEIPTS			BUILDING PERMITS		WATER CONNECTIONS	
	1924	1925	1924	1925	1924	1925
January	\$ 253,268.58	\$285,183.15	\$ 2,996,770	\$2,903,070	42,803	46,823
February	266,450.79	272,484.56	2,179,694	2,147,552	43,096	47,175
March	264,827.25	281,863.02	2,712,158	2,058,841	43,412	47,675
Sub-Totals	784,546.62	839,530.73	7,888,622	7,109,463		
April	249,843.40		2,221,390		43,765	
May	229,122.02		2,726,780		44,171	
June	236,959.56		1,882,666		44,520	
July	206,208.24		2,230,311		44,807	
August	224,249.26		2,358,862		45,183	
September	266,754.03		2,476,733		45,542	
October	295,348.09		2,769,282		45,881	
November	277,622.82		1,047,468		46,220	
December	334,674.13		940,110		46,510	
Totals	\$3,105,328.17		26,542,224			
			4,108,840			
		Greater Dallas	\$30,650,564			
GAS METERS		ELECTRIC LIGHT CONNECTIONS		TELEPHONE CONNECTIONS		
	1924	1925	1924	1925	1924	1925
January	46,388	51,380	45,361	50,007	48,974	54,190
February	46,878	51,847	45,616	50,400	49,313	54,756
March	46,959	52,107	45,826	50,748	49,758	55,196
April	47,207		46,162		50,405	
May	47,498		46,462		50,724	
June	47,847		46,695		50,834	
July	48,217		47,034		50,926	
August	48,508		47,449		51,128	
September	48,976		48,199		51,793	
October	49,625		48,882		52,691	
November	50,401		49,454		53,307	
December	51,166		49,823		53,706	

We are indebted for the statistics shown on this page to: Dallas Clearing House Assn.; Federal Reserve Bank; Commercial Record; Post Office; Building Inspector; Dallas Power & Light Co.; Water Department; Dallas Gas Co.; Dallas Telephone Co.

TEXAS—WHERE MEN ARE MEN and Women Are Governors

CAN you imagine the entire population of the earth suddenly transported to Texas? Crowded? Not as much as we people of Dallas, for every family of five would have the equivalent of two city lots and plenty of room in the back yard for a garden patch.

The vastness of Texas, which is more akin to an empire than a State, is hard to visualize. Our Governor rules more territory than the king; and premiers of Europe have in the continental limits of their countries.

Texas has enough room to accommodate Norway, Switzerland, Portugal, Denmark and Austria combined, and enough left over to take care of Connecticut, Delaware, Maryland, Massachusetts, New Jersey, Rhode Island and the District of Columbia.

Its railways would stretch from Liverpool, England, to Sydney, Australia, and the remaining track would span the distance between Dallas and New York, and half-way back again.

It would take a man, traveling 20 miles a day in an automobile, two years five months and eight days to traverse the highways of the State. He would use, in making this journey, 8,384 gallons of gasoline and a minimum of 68 tires for his car.

Production

Texas is the greatest agricultural producing State in the Union and was the first State to produce over a billion dollars' worth of farm products. This in spite of the fact that only about one-fourth of its tillable land is in cultivation. The uncultivated lands of this State are as large as the combined area of the thirteen original States, with the exception of Georgia and North Carolina.

Mineral Resources

Many believe that petroleum is the only important mineral resource of

Texas. In this they are mistaken, for almost every known mineral is found within its boundaries. During the past few years Texas has been producing an average of \$60,000,000 annually in mineral values, exclusive of petroleum. Among these products are sulphur, coal and lignites, natural gas, quicksilver, silver, marble and granite, lime, graphite, gypsum, salt, silica, and cement materials. There is also some production of copper, zinc, gold, lead, amethyst, onyx, and other metals and precious stones.



HOW TEXAS STANDS

Agriculture

- 1st in the total value of agricultural products.
- 1st in acre value of crops (except luxury States).
- 1st in the production of cotton.
- 1st in the production of grain sorghums.
- 1st in the production of Bermuda onions.
- 1st in number of farms.
- 1st in farm acreage.
- 2nd in the production of rice.
- 3rd in the production of peanuts.
- 3rd in the production of early cabbage.
- 3rd in the value of farm property.
- 3rd in the production of broom corn.
- 4th in the production of sorghum syrup.
- 5th in the production of sweet potatoes.

Live Stock and Animal Products

- 1st in the production of mohair.
- 1st in the production of wool.
- 1st in the number of goats.
- 1st in the number of sheep.
- 1st in the number of beef animals.
- 1st in the number of mules.
- 1st in the number of turkeys.
- 2nd in total value of farm stock.
- 4th in the number of horses.
- 8th in the number of dairy cattle.
- 8th in the value of animal products.

Manufacturing

- 1st in the manufacture of cotton ginning machinery.

- 1st in the manufacture of cottonseed oil products.
- 7th in flour milling.
- 13th in the total of manufactured products.

Educational

- 1st in the number of junior colleges.
- 4th in the number of elementary and secondary schools.
- 5th in the number of schools of all kinds.
- 6th in the number of women attending colleges.
- 8th in the number of universities.
- 11th in the number of men attending colleges.

Communication and Transportation

- 1st in railway mileage.
- 1st in road mileage.
- 7th in number of motor cars.
- 9th in mileage of surfaced roads.
- 10th in number of telephones.
- 13th in electric railway mileage.

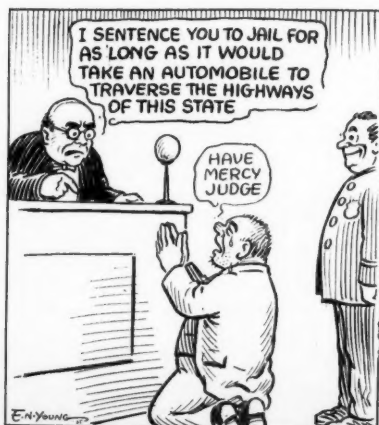
Miscellaneous

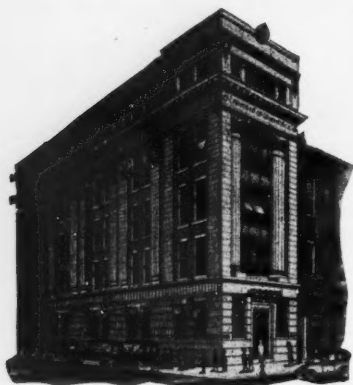
- 1st in area.
- 4th in population.

Changes in Bank Circles

Improvements entailing an expenditure of \$100,000 will be made on the first floor of the Central Bank Building, following the change of the name of the Central State Bank to the Central National Bank and the addition of two subsidiaries, the Central Trust & Savings Bank and the Central Title & Guaranty Company. J. K. Hexter is president of the Central National and John E. Owens is president of the Central Trust & Savings Bank, which brings Dallas' total of National or State banks to fifteen. Alterations in the building were necessary to provide ample space for the added institutions.

The Republic National Bank has received approval and authorization for an increase in its capital stock from \$1,500,000 to \$2,000,000.





CHAMBER OF COMMERCE HOME
"Powerhouse of the Famous Dallas Spirit"

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR
M. L. BOHAN, ADV. MGR.

Vol. 4 April, 1925 No. 4

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L. O. DANIEL	Vice-President
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OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone X 5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

Sparks from the C. of C. Dynamo

Dallas County Girls Win—Members of girls and women's clubs in Dallas County, organized under the auspices of the County Home Demonstration Agent, Mrs. Jessie E. Finks, made gratifying winnings at the recent Southwestern Exposition and Fat Stock Show at Fort Worth. Miss Ruby Rutherford of Mesquite won first in the cooking exhibit and third in the making of undergarments. In the contest for third year club girls, Miss Berchie Fyke, of Carrollton, won first and Miss Lucile Hall, of Duncanville, second prize. Miss Ruby Miller, Mesquite, won first in making pillow cases and Miss Mable Jordan third in lunch cloth, in the contest open to fourth year girls. In woman's club work, Mrs. O. W. Fyke, of Carrollton, won third place on canned products.

Mid-Season Buying Week—The first pre-Easter market week ever held in Dallas concluded March 28, and was a pronounced success. It was instituted by several groups of the Wholesale Merchants' Association of the Chamber of Commerce. Hundreds of buyers from over the Southwest who had never before visited the local market were included in the attendance and sales were good.

Delegates to National Meet—Official delegates to represent the Dallas Chamber of Commerce at the annual meeting of the United States Chamber of Commerce at Washington, beginning May 18, have been named as follows: J. C. Duke, Louis Lipsitz, George Waverley Briggs and Charles Saville. Dallas is entitled to ten votes at the convention, the maximum number allowed any city.

More Dallas Date Lines—The Publicity Department of the Chamber of Commerce has for some time been in touch with the Fairchild publications, New York City, inviting them to place a representative at Dallas to serve the Southwest. They have announced that M. J. Wilkerson, for several years connected with their St. Louis office, will be stationed at Dallas. This is one of the best known group of trade publications, including such as Woman's Wear, a daily, Woman's Wear Magazine, Men's Wear, and the Fairchild fashion service, bulletin service, price indexes and directories and Fairchild's Bulletin of London, Eng. The new office here will mean many more date lines for Dallas.

C. of C. Representatives Speak—Several towns arranged through the Chamber of Commerce for Dallas men to address gatherings the past month. W. Z. Hayes, represented the Dallas Chamber at a "get-together meeting" under the auspices of the Rowlett Chamber of Commerce at Rowlett on the night of March 27. His subject

was "Community Co-operation." The attendance was more than 300 and included many visitors from Garland, Wylie and Dallas. General Manager Charles Saville of the Dallas Chamber spoke at the annual meeting of the Sulphur Springs Chamber of Commerce, on the night of March 20. V. H. Schoffelmayer, field editor of the Semi-Weekly Farm News, was another Dallas speaker. George Waverley Briggs spoke on "Community Co-operation" before a district meeting of the West Texas Chamber of Commerce at Strawn on April 3. Mr. Saville, of the Dallas Chamber, also made an address at the meeting. M. J. Norrell of Dallas was the feature speaker at the annual meeting of the Ennis Chamber of Commerce held last month. About 400 were in attendance. The meeting has been followed by a campaign during which 200 new members were secured.

Boswell Enters Chamber's Employ—John Boswell, secretary of the Chamber of Commerce at Plainview, Texas, for the past several years, will become connected with the Dallas Chamber of Commerce, effective April 15, in connection with the Southwestern Development Service Bureau. Mr. Boswell has made an excellent record at Plainview and he also is secretary of the Texas Commercial Executives' Association. For several years the Dallas Chamber has planned to initiate Southwestern Development Service. Its primary purpose is to become better acquainted with the local development problems of Southwestern communities and to give practical assistance in their solution. The work of the Bureau will be started on a limited scale, since the recent campaign for additional funds for the Chamber was far below expectations.

"Know Dallas" Booklet Issued—One of the most significant innovations in Dallas educational circles is the appearance of the 96-page booklet, "Know Dallas," compiled by the Junior Chamber of Commerce under the authority of Norman R. Crozier, superintendent of city schools, and splendidly printed in the Dallas high schools' print shop. It was prepared for use in the Dallas public schools. The boys and girls of today are the civic leaders of the Dallas of tomorrow and a study of this booklet cannot fail to make them better and more loyal citizens. The purpose of the publication is shown as follows in the introduction:

"What we are and hope to be we owe largely to Dallas, for Dallas is Dallas people, plus Dallas' natural advantages, plus Dallas' institutions, plus Dallas' wealth. The more we know about Dallas, the better able we will be to enjoy all these things and the more we can add to them. Therefore, we should endeavor to KNOW DALLAS."

Our Traffic Manager Service

Includes the auditing or re-auditing of your freight bills, the handling of your loss and damage claims, the "watching" of tariffs for changes in rates, and furnishing of advice pertaining to traffic matters in general, such as:

INTERSTATE COMMERCE LAW

DUTY OF CARRIER UNDER COMMON OR STATUTORY LAW

DUTY OF SHIPPER UNDER COMMON OR STATUTORY LAW

LIABILITY OF CARRIER WHERE THERE HAS BEEN

- Assessment of unreasonable rates,
- Assignment of claim or right of action,
- Conversion of shipment,
- Delay,
- Discrimination,
- Failure to furnish suitable equipment,
- Fire,
- Loss or damage,
- Misdelivery,
- Misquotation,
- Misrouting,
- Negligence,
- Refusal to accept goods,
- Refusal to transport goods,
- Refusal to deliver goods,
- Strike.

INTERSTATE COMMERCE COMMISSION PROCEDURE

- Briefs,
- Complaints,
- Depositions,
- Evidence,
- Exceptions,
- Exhibits,
- Interventions,
- Investigation and Suspension Proceedings,
- Motions,
- Parties,
- Pleadings,
- Rehearings.

APPLICATION OF TARIFFS PERTAINING TO:

- Allowances to shippers,
- Class or commodity rates,
- Demurrage,
- Export rates,
- Import rates,
- Protective service,
- Reconsigning,
- Switching.

Transit privileges, such as:

- Concentration,
- Fabrication,
- Manufacturing,
- Milling,
- Planing,
- Refining,
- Shelling,
- Storage.

INTERSTATE TRAFFIC COMPANY

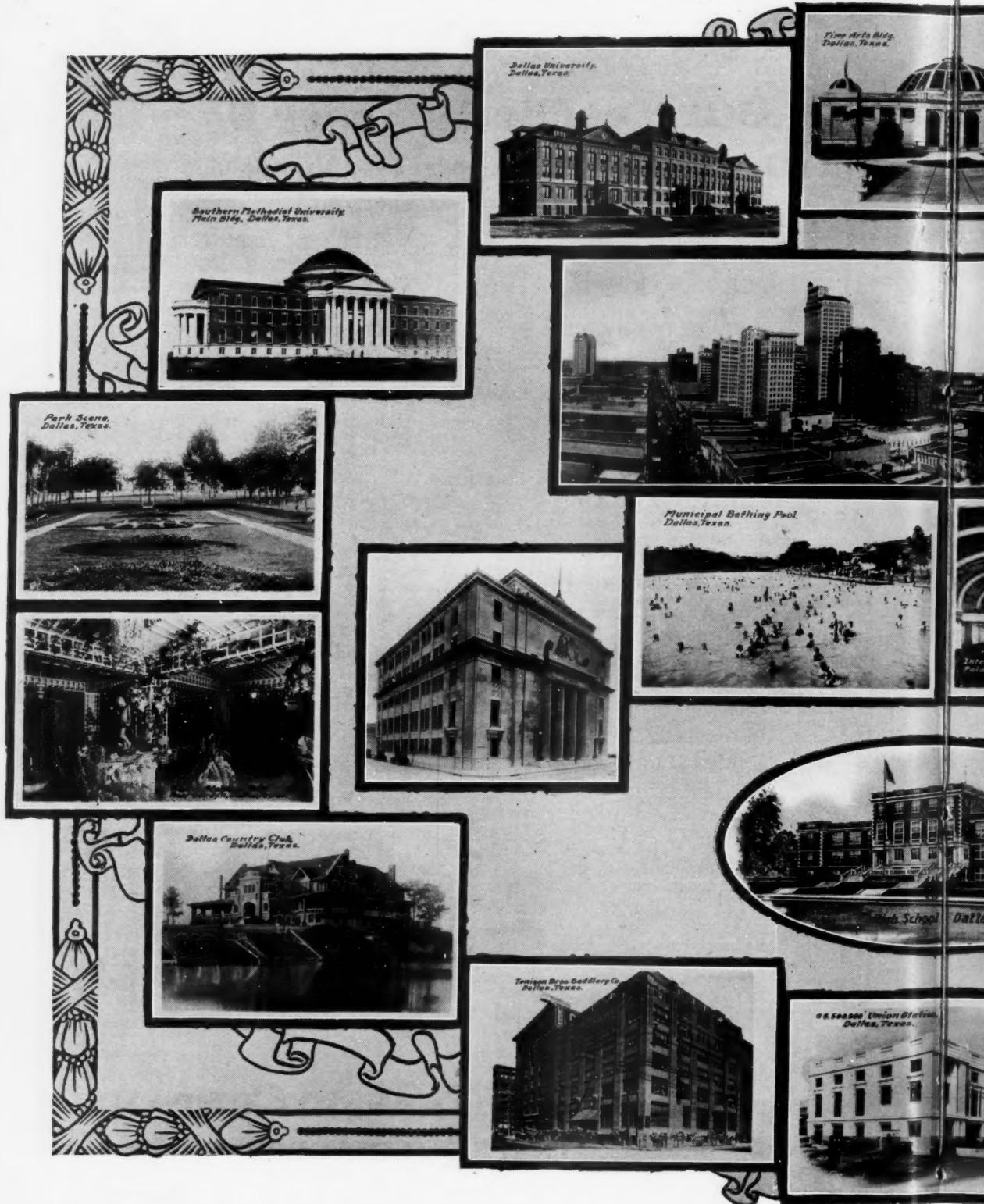
TRAFFIC MANAGERS

J. M. Smith, Manager

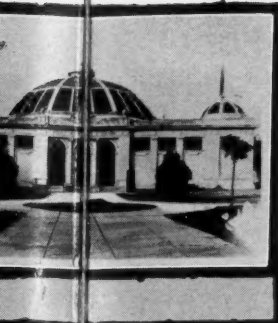
Santa Fe Building

Phone Y-3727

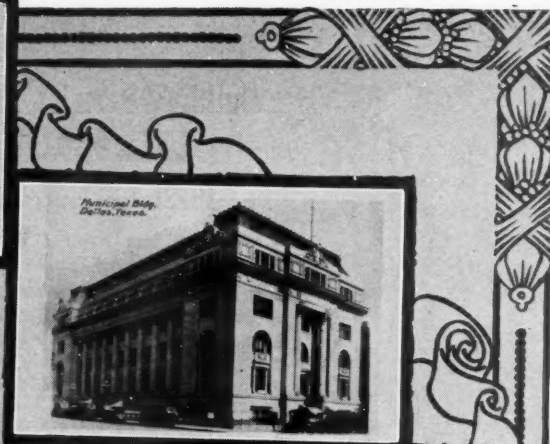
DALLAS, TEXAS



We are indebted to the Frisco Employees' Magazine for the half tone cut used in the center spread of this issue. This publication is descriptive of Dallas and its trade territory. The story of this city was supplied by the Publicity Department of the Chamber of Commerce.



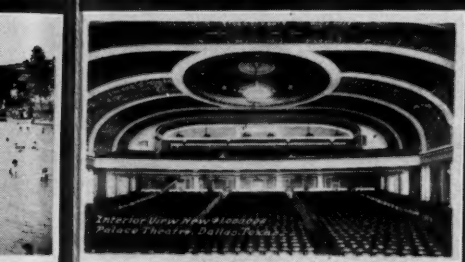
*Scottish Rite Cathedral
Dallas, Texas.*



*Municipal Bldg.
Dallas, Texas.*



*A Backyard View in Highland Park
Dallas, Texas.*



*Interior View New Stage
Palace Theatre, Dallas, Texas.*



Spaulding Court



*View in Fair Park
Dallas, Texas.*



Dallas



*Dallas Homes.
Dallas, Texas.*



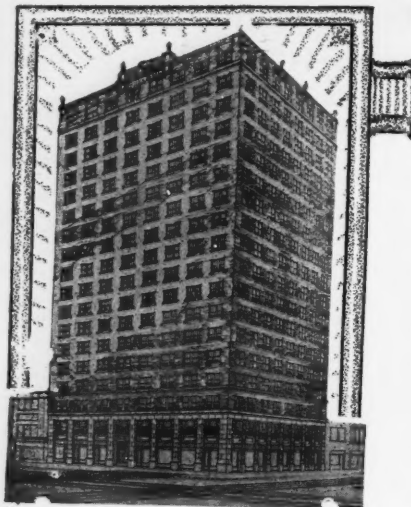
*Jefferson Hotel
Dallas, Texas.*



Cut Courtesy Frisco Employes' Magazine.

his publication gave Dallas a splendid write-up in its January number, devoting three pages to reading matter and two for pictures
chamber of Commerce. We wish to take this opportunity to publicly thank the Frisco Employes' Magazine for its co-operation.

Builders of



New 18-story Allen Office Building to be erected at the corner of Commerce and Ervay Sts.

MID-WEST CO., INC.
Architects

Southland Life Bldg., Dallas, Texas

Kice Construction Co.
Contractors

1803 So. Market St., Dallas, Texas

Building Permits Pass

\$7,000,000

For First Quarter of 1925

DALLAS has entered upon 1925 with every indication of adding a seventh consecutive record year of construction. Building permits for March totaled \$2,058,841, bringing the valuation for the first three months of the year to \$7,144,669, this figure being for the incorporated limits only. This compares with \$7,749,072 for the corresponding period of 1924.

Dallas easily led all Southern cities in value of building permits during the first two months of each of the last three years, it is shown in statistics published by S. W. Straus & Co. This year Louisville ranked next to Dallas, with permits for \$4,848,031, as compared with \$5,050,622 for Dallas. Other Southern cities ranged in rank in the order named: Miami, Birmingham, St. Petersburg, Richmond, Houston, Atlanta, Memphis, Nashville,

New Orleans, Charlotte, Fort Worth, Tampa and San Antonio.

Large Permit Granted

ONE of the largest permits granted the past month was for the first \$200,000 unit of the \$500,000 wholesale storage plant of the Morgan Warehouse and Industrial Co., at 1917 North Houston Street. The new concern has been organized by Samuel T. Morgan to take over the business of the Grain Juice Company as well as build and operate the new warehouses. The Hughes-C'Rourke Construction Company has the contract for the construction.

Contract for the construction of a ten-story hotel at the Southeast corner of Houston and Jackson Streets, to cost approximately \$500,000, has been let by Genaro & Sons, owners, to the Joplin-Marshall Construction Company, Lang & Witchell, architects. Work has started on the project. The structure will be 50x100 feet and will have 153 guest rooms. The name will be selected later. Construction is to be reinforced concrete. Ninety-nine of the rooms will have baths in connection. It is expected to have the building completed by November 1.

RESIDENCE ADDRESS

ADOLPHUS HOTEL

DONALD R. LEESON

ILLUMINATING ENGINEER

FACTORY REPRESENTATIVE
EMPIRE ELECTRIC SUPPLY CO.
DESIGNERS AND MANUFACTURERS
HIGH-GRADE LIGHTING FIXTURES
MUSKOGEE, OKLAHOMA

HIGHLAND PARK STUDIO
4114 OAK LAWN AVENUE
DALLAS, TEXAS
PHONE A-4343



COUNTRY CLUB ESTATES

The new "Million Dollar Addition," because of its location and other advantages, is the ideal place for your permanent home. A pleasure to show you this beautiful property.

BUSINESS PROPERTY LEASES

Years of experience in the handling of business property leases in Dallas enable us to offer you unequalled service in this line.

See H. P. ELLER

DALLAS TRUST & SAVINGS BANK

X-5451



New 16-story Hilton Hotel now under construction at the corner of Main and Harwood Sts.

LANG & WITCHELL
Architects

American Exchange Building
Dallas, Texas

McKenzie Construction Co.
Contractors
San Antonio, Texas

Greater Dallas

Another Large Apartment

ANOTHER large apartment for Dallas is projected in the purchase by Earle E. Parkhurst, of Long Beach, Calif., and associates from D. A. Frank and C. A. Gates of the entire block bounded by Maple, Welborn, Fairmount and Hood Streets, overlooking Reverschon Park. A \$1,250,000 apartment is to be erected soon, it has been announced. Young & Young have been chosen as architects for the ten-story structure. It is to have 100 separate apartments. The building is to be the first apartment in the Southwest on the co-operative plan, under which the tenants purchase outright, on a small payment arrangement, the apartments they will occupy.

Bids are being taken for a \$100,000 four-story addition to the Medical Arts Buildings. It is to be L-shaped, to extend around the present building and front on both Pacific Avenue and St. Paul Street. It is to be used as a storage garage.

The Texas & Pacific Railway plans to erect here a freight terminal build-

ing even larger than the \$5,500,000 Santa Fe Terminal, now being completed, it has been announced by J. L. Lancaster, president of the road.

The Levy Plumbing Company will erect a three-story brick building, at the northwest corner of Harwood and Trinidad Streets. Work is to start at once. The first floor will be occupied by the company and the other floors will be used as a hotel.

Plans are in progress for the early erection of a wholesalers' building, five or more stories in height, at the southwest corner of Commerce and Poydras Streets. The site, which is the only vacant property in the block, is owned by Sanger Bros.

Still Another Apartment

THE Roy A. Nelson Company, financiers for the enterprise, has announced that a \$1,500,000 co-operative apartment building containing 115 apartments will be erected on Oak Lawn Avenue. The project will be financed largely by outside capital, it is said. Henry Coke Knight is architect for the structure, with A. E. Thomas, associated.



THE DALLAS TRANSFER

now occupies Unit No. 2 of the Santa Fe Building. Unexcelled Warehouse and Distribution Service to Manufacturers. Railroad trackage in basement. Special Service in Display and Sample Room Floors.



Republic Bank Building
INGE CONSTRUCTION CO.
Contractors
Swiss and Hawkins Sts., Dallas

C. D. HILL & CO.
Architects
Central Bank Bldg., Dallas
Liability Insurance

A. C. PRENDERGAST & CO.
Kirby Bldg., Dallas, Texas

Bond-Art

Guaranteed First Mortgage Notes

Seven per cent net with safety and security with promptness when due—without worry or bother

MID-CONTINENT FINANCE CORP. 7%

Lobby Commercial State Bank

Phone Y-2657



MAPLE TERRACE APARTMENTS
"Where Apartments are Real Homes"
Reservations now being made

RUCKER & JONES, REALTORS

Exclusive Agents

DALLAS

Confidential Real Estate Transactions

We buy property for individuals or corporations. All of our transactions are considered confidential, and no publicity given when our clients so request.

"34 Years in Dallas"

J. W. LINDSLEY & COMPANY

1209 MAIN STREET

REALTORS

PHONE X-4367

Texas Employers' Insurance Association

Financial Statement, December 31, 1924

INCOME—(Since Organization)

Premiums	\$13,006,138.11	
Interest Collected and Accrued	538,737.10	
All Other Income	61,184.74	\$13,606,059.95

DISBURSEMENTS—(Since Organization)

Losses	\$ 7,425,847.43	
Expenses	1,785,384.22	
Dividends Paid to Policyholders	2,710,816.46	
Re-Insurance	27,227.87	\$11,949,275.98
Excess of Income Over Disbursements		\$ 1,656,783.97

ASSETS—

Cash in Banks	\$ 323,007.10	
First Mortgage Loans	532,825.33	
Government Bonds	267,250.00	
Collateral Loans	68,000.00	
Premiums in Course of Collection	212,422.99	
Interest Due and Accrued	21,080.77	
Bills Receivable	3,158.33	
Real Estate	17,951.65	
Municipal Bonds	211,937.80	\$ 1,656,783.97
Deduct Assets Not Admitted		23,882.98

\$ 1,632,901.89

LIABILITIES—

Reserve for Losses	\$ 709,332.76	
Contingent Reserve Fund	95,000.00	
Reserve for Unearned Premiums	214,860.90	
Reserve for Taxes	37,114.30	
Reserve for Accounts Payable	14,380.86	
Surplus for Future Distribution	511,713.37	\$ 1,632,901.89

Cash Dividends Paid to Policyholders, \$2,710,816.46

OFFICERS

W. B. HEAD	President
J. E. FARNSWORTH	Vice-President
ERNEST STEVES	Vice-President
HOMER R. MITCHELL	Secretary and Gen. Manager
ROYAL A. FERRIS	Treasurer
A. F. ALLEN	Asst. Secretary and Asst. Treasurer
J. J. WATSON	Asst. Secretary and Asst. Genl. Manager
E. E. WATTS	Asst. Treasurer
W. B. TODD	Asst. Secretary



MARCH witnessed the addition of two budget subscribers, eighteen budget increases, and thirty-eight individual members to the Chamber of Commerce roll, making a total of seventy-seven memberships. The list is given as follows:

NEW BUDGET SUBSCRIBERS

American LaFrance Fire Engine Co., Commercial Truck Division, E. C. Crossley, motor trucks; 3714 LaFrance St.
E. B. Norman & Co., Oliver C. McQuage cotton merchant; 202 Cotton Exchange Bldg.

BUDGET INCREASES

American Steel & Wire Company; 1301 Praetorian Bldg.

A. H. Belo & Company; 811 Commerce St.
Cary-Schneider Investment Co., 308 Medical Arts Bldg.

Henry C. Coke; American Exchange Bldg.

Dallas Gas Company; 2016 Jackson St.

Dallas Telephone Company; 722 Western

Indemnity Bldg.

Daniel Millinery Company; 904 Commerce

Street.

Dunlop Tire & Rubber Co., 1710 Carter St.

Electric Appliance Co. of Dallas; 439 Browd-

er Street.

A. Harris & Co.; Main and Akard Sts.

Klein Bros. Co.; Junius and Walton Sts.

Lang Floral & Nursery Co.; 1211 Main St.

M. M. Mayfield; 3704 Elm St.

Murphy & Bolanz Land & Loan Co.; Com-

merce and Field Sts.

Pigg's-Wiggly Stores, Inc.; 2108 Bryan St.

Rucker & Jones; 1317-19 Commerce St.

Southwest Clinic; 16th flr. Medical Arts

Building.

Trinity Lumber Company; Main Street and

Washington Avenue.

NEW SINGLE MEMBERSHIPS

American Appraisal Co., Lloyd B. Jones,

appraisals; 612 Mercantile Bank Bldg.

Raynor Allen Co., R. H. Allen, groceries—

retail; 209 N. Lamar St.

Associated General Contractors of America,

Dallas Chapter, L. W. Hickey, Pres., associa-

tions and societies; 204 Liggett Bldg.

Avalawm Cleaners, W. L. Smith, cleaners—

dyers; 3923 Cedar Springs Road.

Baty & Shelton, Thos. O. Shelton, real es-

tate; 616 Sw. Life Bldg.

Bond Realty Co., R. W. Bond, real estate;

706 Sw. Life Bldg.

R. H. Brown (Ingersoll-Rand Co.), machin-

ery; 1504 Magnolia Bldg.

M. J. Brandenstein & Co., E. K. Errett,

coffee, teas and spices; 1509 Santa Fe Bldg.,

Unit 1.

J. D. Cudney (Ingersoll-Rand Co.), machin-

ery; 1504 Magnolia Bldg.

Dallas Art Glass & Mfg. Co., Louis Thal-

heimer, art glass; 1408½ Camp St.

Diamond Crystal Salt Co., J. W. Patterson,

sales mgr., salt manufacturers; 721 Wilson

Building.

Eaton, Crane & Pike Co., Mr. H. Smith,

stationery mfrs.; 1107½ Patterson Ave.

George W. Hanway, insurance and loans;

501 Magnolia Bldg.

International Time Recording Co., R. O.

Cardwell, time recording equipment; 2036

Commerce St.

W. A. Jacobie Co., W. A. Jacobie, tile,

marble and terrazo; 500 N. Akard St.

Johnson-North X-Ray Co., Frederic John-

son, X-Ray equipment; 212 Medical Arts Bldg.

R. J. Johnson (Apex Electrical Distributing

Co.), electrical appliances; 904 Magnolia Bldg.

H. J. Karr (Apex Electrical Distributing

Co.), electrical equipment; 904 Magnolia Bldg.

Kirby & Gifford, medicine mfrs. and toilet

preparations; E. P. Gifford; 2812 Elm St.

Kleber Baking Co., Will Kleber, bakery;

311 N. Akard St.

L. H. Lacy & Co., L. H. Lacy, general con-

tractors and engineers; 2632 Swiss Ave.

Warren Law, electrical fixtures, china and

glassware; P. O. Box 707; 1203 Elm St.

Lee Tire Sales Co., B. H. Giles, tires and

tubes—wholesale and retail; 203-5 Young St.

M. G. Lipscomb, hardware broker; 1308

Kirby Bldg.

W. C. Marshall Co., contractors; 217 Browd-

er Street.

National Audit Co., L. O. Dailey, account-

ants and auditors; 209 Platter Bldg.

Nichols Auto Rent Co., The, W. H. Hudgins, auto livery; 1901 Live Oak St.

Robertson & Alderman Co., C. L. Alderman, merchandise brokers and manufacturers' agents; 313 N. Walton St.

Segall Tire Co., Bernard E. Segall, tires and tubes—service; 2010 Commerce St.

The Shade Shop, G. T. Jackson, shade mfgs. and distrs.; 1617 Bryan St.

Southern Minneapolis Farm Power Co., R. Ward Lowe, farm power and machinery; 1113 Camp St.

Southwestern Laboratories, N. C. Hammer, chemists; 1812½ Main St.

Texas-Ohio Cultivator Co., A. J. Ernest, farm implements; 504-6 Elm St.

Titman-Harding Egg Co., T. E. Pilley, food products; 1301 Broom St.

W. A. Tracy, Mgr., Sinclair Refining Co.; 2005 Magnolia Bldg.

Washington Theatre, W. D. Nevills; 1615 Elm St.

M. K. Wilks, accounting and audit company; 3205 Cornell Ave.

J. F. Zimmerman & Sons, J. F. Zimmerman, signs; 2126 Young St.

Additions to Membership Directory

Kindly make the following additions to the Classified Membership Directory contained in the March issue of "Dallas":

Refer to "Autographic Registers" and add

Texas Paper Co., 1200 Patterson Ave.

Refer to "Paints, Oils and Varnishes" and change

Ford Johnson Wall Paper & Paint Co., to read "Ford Johnston Wall Paper & Paint Co., 1401-03 Pacific Ave."

Refer to "Glass" and add

Ford Johnston Wall Paper & Paint Co., 1401-03 Pacific Ave.

Refer to "Wall Paper" and change

Ford Johnson Wall Paper & Paint Co. to read "Ford Johnston Wall Paper & Paint Co., 1401-03 Pacific Avenue."

Refer to "Dentists" and add

Drs. Smith, McCoy & Odell, 1212 Medical Arts Bldg.

Refer to "Surgeons, Dental and Oral" and eliminate

Drs. Smith, McCoy & Odell.

Refer to "Tires and Tubes—Wholesale" and add

United States Rubber Co., 700 Elm Street.

Refer to "Business Colleges" and add

Byrne Commercial College, 1924½ Main St.

Refer to "Films and Slides" and add

Jas. P. Simpson, Inc., 1005 N. Crawford St.

Refer to "Printers" and also "Bookbinders" and add

The Dorsey Co., Commerce and Poydras Streets.

Refer to "Paper Box Manufacturers" and add

Texas Paper Company, 1200 Patterson Avenue.

Refer to "Sales Books" and add

Texas Paper Company, 1200 Patterson Avenue.

Refer to "Felt Footwear" and add

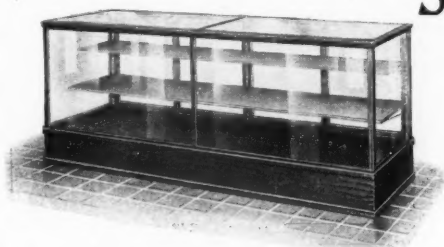
United States Rubber Co., 700 Elm Street.

Refer to "Belting and Packing" and add

United States Rubber Co., 700 Elm Street.

Smith Bros. of Dallas have been awarded the contract for the construction of a five-mile tunnel to lead the water into Kansas City from the filtration plant on the Missouri River. Their bid was in excess of \$2,000,000.

E. J. Kiest, publisher of the Times Herald, has donated \$5,000 towards the purchase of a pipe organ for the new \$500,000 auditorium at Fair Park.



Show Cases

and
Modern
Store
Fixtures

From Manufacturer Direct to
You—at a saving in price and
freight.

SOUTHERN FOUNTAIN & FIXTURE MFG. CO.

DALLAS, TEXAS

Do You Want a Home?

Are you saving for that home of your dreams—and HER dreams?

Now is the time. Come in and start a SAVINGS ACCOUNT.

Ask us how you can save? We'll help you get that home.

We welcome the man with a small account and show him every courtesy and consideration.

If you want that home, come to see us. Come anyway.

COMMERCIAL STATE BANK

A Guaranty Fund Bank

Main and Poydras Sts.

DALLAS, TEXAS

Guaranteed Reader's Attention "Front Page" Position Dependable Coverage

Picture YOUR advertisement prominently displayed at the optical center of 130,000 people, who are seated before it, reading with undivided attention and irrepressible interest.

Impossible? Not at all. Let us show you how SCREEN ADVERTISING can do just that for you.

Ask Any of these Satisfied Users of Screen Advertising

ARTHUR A. EVERTS CO.
TEXAS ELECTRIC CO.
A. H. BELO & CO.
McGUIRE CLEANING CO.
VICTORY WILSON CO.
FLIPPEN-PRATHER CO.

FRANK G. JESTER
PEERLESS MOTOR CO.
NASH-McLARTY CO.
SAN JACINTO REALTY CO.
McNENY & McNENY
FLIPPEN-PRATHER CO.

Jas. P. Simpson Co., Inc.

CRAWFORD AT FIFTH

DALLAS, TEXAS

March Shows 62 New Concerns

MARCH was an active month in the matter of new concerns locating in Dallas, 62 having opened here during the past month. With the total for the first three months now standing at 207, this year bids fair to outstrip the record made in 1924.

Among many important concerns locating here in March the following may be of interest:

American Appraisal Co.—In recognition of the growing importance of Dallas and the Southwest, the American Appraisal Company has opened here its 22nd office in the United States. L. B. Jones is in charge of the Dallas office, located in the Mercantile Bank Building. The concern offers a Nation-wide appraisal service.

Bryan & Sharp—Ralph Bryan and Walter C. Sharp, for the past six years connected with the Herbert M. Greene Company, have formed a partnership for a general architectural practice. Their offices will be at 1712 Pacific avenue until May 1, when they will be in the Dallas Athletic Club Building.

Lucey Petroleum Co.—The organization of the Lucey Petroleum Company, a Delaware Corporation, headed

by J. F. Lucey as president and general manager, and headquarters in the Magnolia Building, has been announced. The concern is a closed corporation, capitalized for 100,000 shares of stock. The concern has holdings and production in various Texas fields.

Sarnoff-Irving Store—An attractive store front has been added to the Dallas retail trade in the branch of the Sarnoff-Irving Hat Store, at 1412 Main Street. It specializes in popular priced men's hats and caps.

Mexican Trade Bureau—Formation of a Mexican Trade Bureau, with offices at 1808 Santa Fe Building, has been announced by Randolph Caldwell, attorney and one of the organizers. Trade information service and a translation stenographic service are among features offered.

NEW CONCERNS

Acme Transfer & Storage Co., transfer and storage; 2211 Cedar Springs; X-4806.

American LaFrance Fire Engine Co., commercial truck division, motor trucks; 3714 LaFrance Street; H-1249.

Auto Service Garage, automobile garage; 2104 Ross Avenue; X-3563.

Art Printing Company, printers, books and jobs; 3206 Holmes Street; E-0529.

Boren's Cleaning & Pressing, cleaners and dyers; 3117 N. Haskell Avenue; A-5404.

Big Chief Floor Sweep Company, floor sweep manufacturers; 807 S. Haskell Avenue; U-2384.

Buffalo State Mutual Fire Insurance Co.; 322 Slaughter Building; X-7084.

Bond, Christopher & Bray, ladies garments; Room 808, Unit 1, Santa Fe Bldg.; X-8360.

Brog, Powell E., Unit 1, Room 304, Santa Fe Building; X-4820.

Consumers Hardwood Co., lumber; 412 Sherman Street; Y-6786.

Confederate Reunion Committee, Ground Floor, Unit 1, Santa Fe Building, X-1980.

Cliff Laundry Co., laundries; 210 E. Jefferson Street; C-1777.

Cobb, J. C., oil companies; 1011 Southwestern Life Building; X-8817.

Citizens Association Headquarters; Southland Hotel, Parlor Floor; X-7328.

Coombs, W. W., Attorney; Room 412, North Texas Building; X-1682.

Cotton State Life Insurance Co., Insurance Company; 1010 Insurance Building; X-8917.

Cook's Auto Top & Paint Co., automobile tops; 206 E. Jefferson Street; C-7619.

Drake, Chas. M., Company, real estate, loans and metals; 1901 Main Street; Y-6778.

Economy Manufacturing Co., manufacturers; 1107 E. 10th Street; J-9274.

Enlow Bros. Building Company; 606 Deere Building; X-3976.

Freeman, Ed. B., Attorney; 517 Republic Bank Building; X-4209.

Geneva Water Heater Co.; display room 1607 Young Street.

Globe Advertising Co., advertising agency; 424 Wilson Building; X-4514.

Garrett & Ashley, tailors; 1608½ Main Street; X-2934.

Henry Sign Company, signs; 108 N. Poydras Street; X-4942.

Henderson, J. W., restaurant and cafe; 806 Main Street; X-7002.

Independent Order of Foresters, lodge; 317 Marvin Building; X-7021.

Logan, Ralph D., advertising agency; 914½ Main Street, Room No. 4; X-2913.

Leeland's Women's Wear, ladies garments; 1614 Elm Street; X-8610.

Maxtime Ball Room; 913½ Main Street; X-9740.

Murdock's Garage, Auto Garage, 2121 Pacific Ave., Y-1611.

Mend-A-Leak Co., Auto Tire and Accessories, 1515 Jackson St., Y-5304.

McKenna & Dickey, Cotton Commission Merchants, 609 Thomas Bldg., X-3908.

National Linter Brokers, Inc., Cotton Seed Products, 612 Thomas Bldg., X-1639.

Neel's Battery & Electric Service, Batteries, 1706 N. Haskell Ave., H-9232.

North Harwood St. Garage, 406 N. Harwood St., Y-6483.

National Audit Company, Accountants and Auditors, 1312½ Commerce St., Room 209, X-7533.

Ozark Good Homes Co., Real Estate Loans and Rentals, 514 Southwestern Life Bldg., X-3875.

Photostat Printing Co., Photostat Prints, 408 Deere Bldg., X-2168.

Pool & Co., J. G., Room 306, Unit 1, Santa Fe Bldg., X-7057.

Pine St. Cleaners, Cleaners and Dyers, 1712 Pine St., E-2239.

Rosenbaum, J. H., Produce and Fruits, 1391 Broom St., Y-2651.

State Mortgage Corporation, Mortgage Loan Co., 431 Western Indemnity Bldg., X-2002.

Stephens, Thaxton & Company, Real Estate Loans and Rentals, 1608½ Main St., X-3847.

Superior Filling Station, 2101 Main St., Y-2021.

Standard Register Co., of Dayton, O., Mfrs. of Manifold Registers and Business System.

St. Paul Cleaners, Cleaners and Dyers, 212 N. St. Paul St., Y-5507.

Solenberg Piston Ring Co., 231 Central Bank Bldg., X-1528.

Stevens Advertising Service, Signs, 1413 Elm St., X-8722.

Surf Cap Co., Manufacturer; 934 N. Lancaster, 2nd floor, J-8326.

Thomas, J. O., Grocery & Market, 3814 San Jacinto St., H-9318.

Tray Service Co., Manufacturers, 316 Marvin Bldg., X-8686.

Van Holsbeke, C., Photographers, 320 Marvin Bldg., X-2110.

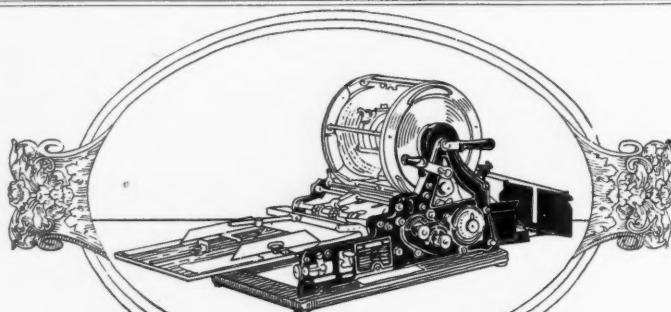
Willett School of Beauty Culture, Beauty Parlor, 1716 Commerce St., Y-4426.

Wilson Printing Co., Printers, Book and Job, 107 S. Poydras St., X-1397.

Worthington Manufacturing Co., Auto Tires and Accessories, 1312½ Commerce St., X-6533.

Waldman & Hoffman, Tailors, 2310½ Elm St., Y-4232.

Wallington-Sears & Co., Manufacturers' Agents, 1018 Mercantile Bank Bldg., X-6967.



THE EDISON-DICK MIMEOGRAPH

will help you make surprising cuts in your office costs. A modern machine tool for speedy, accurate and convenient duplication of everything that appears on business paper—five thousand cleanly printed copies an hour! To make the best impression, type your message on the new Mimeotype, a dry-process stencil—today's most effective betterment in the fine art of office printing. Economical to buy and use, the Mimeograph will pay for itself again and again in savings of your most priceless asset—time. It's made in several attractive sizes—see it today.

For Complete Information Write

STEWART OFFICE SUPPLY CO.

1810 MAIN ST.

DALLAS



Consider the Value of
AWNINGS

They make your place more attractive, more comfortable and more salable.

We do more than merely sell you awnings. We prescribe awnings that must harmonize with your style of architecture and general arrangement, and look like they were made especially for your building, which they are.

We Make Them A Real Investment

Phone Y-1880 for appointment

Anchor Awning Company, Inc.

Clarence Penniman, Pres.

Awnings, Tents, Tarpaulins, Swings and Camping Equipment

2900 Junius St.

DALLAS

DORSEY-DALLAS

Direct to You

From Factory to User

For Every Need - If it's Used in an Office

MADE RIGHT

STATIONERS · PRINTERS · LITHOGRAPHERS

COMMERCE AND POYDRAS STREETS

Phone X 1491

Dorsey Building

Why Rich?



A certain rich man in a foreign country has a gas-designed furnace in his handsome new villa, and it is the talk of the place. ☞ In Dallas he would not need to be rich.

Dallas Has Natural Gas

THE DALLAS GAS COMPANY

Don't Blame Your Salesmen If Selling Costs Are High

If selling costs are too high, the modern concept places the blame on the executive rather than the salesman. The salesman is only human and in the absence of proper co-operation from his executive he must do all the missionary work, create a favorable regard for his house and finally, *perhaps*, make the sale.

This all takes time, a great deal of time, and selling costs naturally are high.

The better way is to use Printed Salesmanship to pave the way for the salesman, to do the missionary work and create a favorable opinion for the house and its products. By doing this you can reduce your selling costs, by making salesman's time more productive.

Working with executives to help them reduce selling costs and increase net profits is our business. Let us tell you about what we have to offer.

Call Y-2122

JOHNSTON PRINTING & ADVERTISING
COMPANY

*"Everything in Printed Salesmanship from
the Idea to the Finished Product."*

McKINNEY AT ST. PAUL

Dallas From A to Z

(Continued from page 11)

fare is six cents. The railway system carried 61,060,764 passengers in 1924.

State Fair of Texas

Dallas is the home of the State Fair of Texas, which since 1886 has been one of the greatest agencies in the development of the entire Southwest. It is the largest annual fair in the Nation, with an attendance that normally is around the 1,000,000 mark. Buildings and grounds are valued at nearly \$3,000,000. The fair has one of the largest athletic stadiums in the Southwest, 500x365 feet, with a seating capacity of about 15,000.

Telegraph, Telephone, Radio

Dallas is the headquarters for telegraph and telephone systems of the Southwest. It has more miles of direct service telegraph lines than any other Southwestern city and has the third largest telegraph office in the Nation. More than 215 long distance telegraph circuits lead out of the city, and Dallas has the largest toll office south of Chicago. With approximately 1,500,000 long distance calls handled annually, strong evidence is offered as to the volume of business transacted at Dallas. Dallas had 53,307 telephone connections on December 31, 1924.

Dallas has several radio broadcasting stations, with WFAA, operated by the Dallas News and the Dallas Journal having been heard as far away as New Zealand. It is a 500-watt Class B station.

Trade Territory

(a) Production—The Southwest, embracing Texas, Oklahoma, and most of Arkansas and Louisiana, of which Dallas is the geographical center as well as financial capital and leading market, produces nearly \$5,000,000,000 worth of new wealth annually. This means about \$500 worth of new wealth per capita. The new wealth comprises agricultural products, live stock, lumber, oil, gas, coal, other minerals and manufactured products. Texas produces nearly one-fifth of the cotton of the world. For several years Texas has led the Nation in agricultural production, although only one-fourth of its available tillable land is in cultivation. More or less the same condition prevails throughout the remainder of the Southwest, indicating the vast productive resources of the territory when more of its raw land is brought under the plow.

(b) Population—Within a 100-mile radius of Dallas the population is 2,000,000; within a 50-mile radius, 800,000, and within 24-hour train service from Dallas dwell 10,000,000 people. The 1920 Federal census gave Texas a population of 4,663,228, an increase of 19.7 per cent in 10 years. If Texas were as thickly populated as Massachusetts it could accommodate 125,000,000 people or more than the entire population of the Nation. In the Southwest 72 per cent of the population is rural, as compared with 48.6 per cent for the Nation as a whole.

(c) Mexico—Dallas is one of the principal gateways to commerce with

Mexico. Dallas exports considerable quantities of the following to Mexico: dry goods, machinery, agricultural implements, electrical accessories, bagging, cottonseed oil, acids, photographic supplies, seeds, crates, automotive accessories, flour, wheat, etc.

Transportation

(a) Steam—The following ten trunk line steam railroads and their subsidiaries serve Dallas:

Gulf, Colorado and Santa Fe; Rock Island; Frisco; Houston & Texas Central; Texas & Pacific; St. Louis Southwestern; Missouri-Kansas-Texas; Trinity & Brazos Valley; Texas & New Orleans; Fort Worth & Denver. The M.-K.-T. has its Texas offices at Dallas while the general offices of the T. & P. are in this city. Dallas has 100 passenger trains daily in and out of its \$6,500,000 Union Terminal Station. Dallas has 32 "off line" railway offices as well as offices for a number of steamship companies.

(b) Electric—Dallas is the leading interurban center of the Southwest, with six electric lines operating 258 trains daily in and out of the \$1,000,000 Interurban Station. Interurban mileage represented by the lines is 352 miles, and the six lines radiate through the most populous and fertile portions of North Texas. During 1923 the 18 daily freight trains operated from Dallas by these lines carried a daily average of 400,000 pounds of freight, express and parcel post.

Dallas has 22 rail outlets, either steam or electric lines, giving the city excellent facilities from a transportation standpoint. Dallas' steam lines operate 163 package cars, giving our city a marked advantage as a distribution center. There are 226 express and mail cars operated daily in and out of the city by the steam railroads, giving almost hourly service for parcel post and express shipments. Dallas ranks first among all cities of the Nation in per capita express business, and 14th in total amount of business. The Southwestern headquarters for the American Railway Express Company are at Dallas. The freight, express and parcel post business handled over steam and electric lines in and out of Dallas amounts to more than 8,500,000,000 pounds annually.

Warehouses

Dallas is well supplied with modern warehouses and cold storage plants, an important element in this city's position as a distributing center. There is in excess of 1,500,000 square feet of warehouse space here. The largest terminal warehouse building in the Nation, outside of New York City, is located in Dallas. This building which has just been completed at a cost of \$5,000,000 carries underground trackage for freight cars and electric equipment for loading and unloading. In addition there are several modern, fireproof warehouses providing splendid facilities for the storage and distribution of merchandise.

Water Supply

(a) Artesian—Dallas' water department is municipally owned and the supply is from two sources—artesian and surface. Water-bearing sand strata under the city are as fol-

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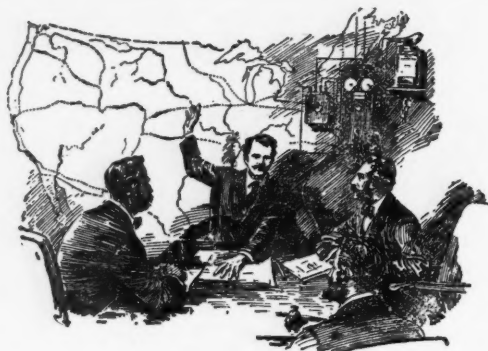
TELEPHONES X-2015 X-8017 X-5605
700-02 Commerce St. A. L. Kaufman, Mgr.

DALLAS TO GREENVILLE, 700-02 COMMERCE ST.

TELEPHONES X-2015 X-8017 X-5605
H. E. English, Mgr.

DALLAS TO CLEBURNE, DALLAS TO ATHENS

TELEPHONES X-2085 X-1657
V. J. Shrader, Mgr., 105 So. Market St.



Prophecy

THERE were few who shared the faith of the pioneers who undertook the development of the telephone.

With an infant art to nourish constantly by new discovery and invention, and handicapped by scanty capital and public apathy, they held to their vision of a nation-wide service.

Nearly two score years ago, when the telephones of the United States were fewer than those of a small city today, the business was organized essentially like the Bell System of the present. That is: a central advisory staff, a central scientific organization devoted to development and research, a central department to promote progress in operating technique, a central source of supply of standardized material, local operating companies familiar with local needs, and a national net-work of lines interconnecting these companies.

Telephone pioneers planned this organization structure, believing it necessary for efficient and economical national service. The nation's experience has proved the clearness of their vision.

SOUTHWESTERN BELL TELEPHONE COMPANY

THE BELL SYSTEM IN TEXAS



UNITED FOR THE NATION'S NEED

lows: Woodbine and Paluxy at 830 and 1,600 feet, respectively, temperature 80 to 90 degrees, coming to within 100 to 200 feet of the surface from these two strata; Glen Rose at 1,900 feet, strong flow, 102 degrees, but charged with mineral and unfit for boilers or domestic purposes; Trinity sands at 2,500 feet, flowing from 300,000 to 1,000,000 gallons in 24 hours, temperature 106 to 109 degrees, remarkably pure water that does not scale or foam in boilers. Nearly all larger consumers have their individual wells. Artesian wells at Dallas have been in use for 35 years and the supply is unfailing.

(b) Surface—Work is rapidly progressing on the new \$5,000,000 Lake Dallas which, when completed, will be one of the major artificial lakes of America. This reservoir will cover 10,444 acres, have a shore line of 65 miles and a maximum depth of 65 feet. It will impound 63,000,000,000 gallons of water and provide an adequate water supply for a city of three quarters of a million people. Dallas has at the present time four reservoirs on branches of the Trinity River with a total storage capacity of 1,500,000,000 gallons. In addition to these dams, White Rock Reservoir has a storage capacity of 5,700,000,000 gallons, meaning a total supply from surface reservoirs alone of 7,200,000,000 gallons.

(c) Water Rate—The water rate is from 27c to 36c net a thousand gallons, varying with the amount used. Dallas has 359 miles of water mains. On January 1, 1925, Dallas had 46,511 water connections, as compared with 42,658 the preceeding year. There is an 80-pound static water pressure in the main business district.

Wholesale and Jobbing

Dallas ranks among the first 15 jobbing centers of the Nation and 5th in the distribution of dry goods. Its wholesale business for 1924 amounted to \$787,500,000. Dallas leads the world in the distribution of cotton gins, cotton seed products, saddlery, harness and leather goods, and is the world's third largest distributing point for farm implements and machinery. Dallas is rapidly becoming one of the leading furniture centers of the country—37 new furniture manufacturers and jobbers locating here during 1924. For a number of years Dallas has ranked as one of Nation's leading jobbing centers for plate glass, paint, wall paper and building materials. Among other lines of distribution in which Dallas leads the Southwest are: Dry goods, automobiles and related lines, paper, drugs, office supplies, musical goods, heavy hardware, oil field tanks, jewelry and optical goods, soda fountains and supplies, electrical goods, telephone equipment, groceries, bakery products, furniture, books and magazines, typewriters, printing equipment, bagging and ties, barbers' supplies, photographic goods and several other lines.

There are more than 750 wholesale concerns in Dallas carrying stocks and 4,000 traveling salesmen make this their headquarters. The wholesale

Merchants' Association of the Chamber of Commerce handles an arrangement whereby visiting retailers are refunded their railroad fare upon the purchase of goods in certain amounts. Dallas offers a complete market; quicker deliveries and lower freights to the Southwest than Northern markets can promise; a convenient market which fits in well with the present policy of buying often and in small amounts.

YMCA—YWCA—YMHA and K of C
All these organizations own commodious structures, the YMCA at 1910 Commerce St., the YWCA downtown building at 1709 Jackson St., the YMHA at corner of Pocahontas and Park Ave., and the K of C at 1923 Ross Avenue.

Rail Projects in Dallas Total \$15,000,000

That the big lines recognize Dallas as a most important railroad center is indicated by expenditures under way or announced approximating \$15,000,000. A portion of this amount is represented by the \$5,500,000 Santa Fe Terminal being completed. It has been followed by an announcement by the president of the Texas & Pacific that that road will undertake construction of a similar building. The T. & P. also is preparing to award contracts for new yards and freight depots that will cost approximately \$1,500,000. The Southern Pacific lines are sharing in the Dallas railroad development program through the construction, now well advanced, of the Houston & Texas Central belt line east of the city limits, and announced plans for a \$1,000,000 freight depot extending from Canton to Eakin Streets along Central Avenue. The Missouri-Kansas-Texas Railroad recently completed a \$500,000 warehouse building here. It is active in fostering industrial development in the district north of Pacific Avenue and west of Griffin Street. Recent action by the line in making the local yard switching charge applicable to the Love Field industrial district has added impetus to developments there.

Following the example of some of the larger Eastern hotels, the Adolphus Hotel will inaugurate a radio rental service, available in each of its guest rooms.

Six young Texas women, all but one of them residents of Dallas, will represent the State on the Patriot's Pilgrimage to Europe to be conducted by the Jefferson Memorial Foundation. The Dallas girls are Misses Daisy Cope, Anne V. Wright, Madeline Hearne Moreland, Sue King and Louise Finley.

Charles A. Mangold has been elected exalted ruler of Dallas Lodge No. 71, B. P. O. E.

John W. Everman has been re-elected president of the Dallas Tuberculosis Association.

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Keeping up with busy Dallas

Dr. William P. Delafield has been elected president of the Dallas County Medical Society, with Dr. L. W. Ogle re-elected secretary.

Plans for the joint operation of a "Black Land Demonstration Farm" have been agreed upon by officials of the Dallas News and Semi-Weekly Farm News and Buckner Orphans' Home, the latter institution setting aside 60 acres for the purpose. R. Reece, for the Home, and V. H. Schoffelmayer, field editor of the Farm News, will share responsibility in the conduct of the demonstrations.

The State Fire Insurance Commission has reduced the fire insurance key rate on the east side of the Trinity 2c to 13c and in Oak Cliff 2c, bringing the rate there to 18c. The Commission has established a permanent office in Dallas on the seventh floor of the American Exchange Bank Building, with J. S. Nowlin in charge.

The new auditorium of the Stephen Hogg School has been named Crozier Hall, after Dr. Norman R. Crozier, city superintendent of schools.

Roy F. Brown has been added to the sales force of the Flippen-Prather Realty Company.

D. L. Whittle has been elected president of the Dallas Municipal Chorus, with Miss Annie T. Smith, secretary. The Chorus will present "Robin Hood" this year, it has been announced.

The Pollock Paper & Box Co. has increased its capital stock from \$100,000 to \$200,000, it is announced by President Lawrence S. Pollock. The company also has acquired the plant of the Wax Wrap Paper Company and will continue its operation, with Leslie L. Jacobs as manager. The Pollock Paper & Box Company was established in 1918 with a capital stock of \$10,000. With the recent increase in capital, the company plans to double the capacity of its plant in various lines.

Terry J. Moseley has been elected president of the recently formed X Club of Dallas, comprised of former Rotarians compelled to forego membership because of change of business or professional classifications or place of residence. It is understood there are 200 prospective members of the club in Dallas.

Mr. and Mrs. Everett Owens have given \$10,000 toward the establishment eventually of a \$100,000 revolving loan fund for the assistance of students in the School of Theology at S. M. U.

Ealy J. Moses has been elected vice-president of the State Bank & Trust Company.

W. M. Whitenton of Dallas was one of the twelve "Colonels" recently appointed on the staff of Governor Miriam Ferguson.

Clarence S. Parker of Dallas was elected president of the recently formed Texas Association of Civitan Clubs, heretofore Texas having been a part of the Southwestern Civitan district.

Bruce Bogarte, past president of the Dallas Rotary Club, has been named Governor of the newly created District No. 48, being one of three into which Texas has been divided by the Rotary organization.

C. B. Peyton, president of the Broadmoor Golf Club at Shreveport, writes the Chamber of Commerce that they have named the twelfth hole of their links, "Dallas."

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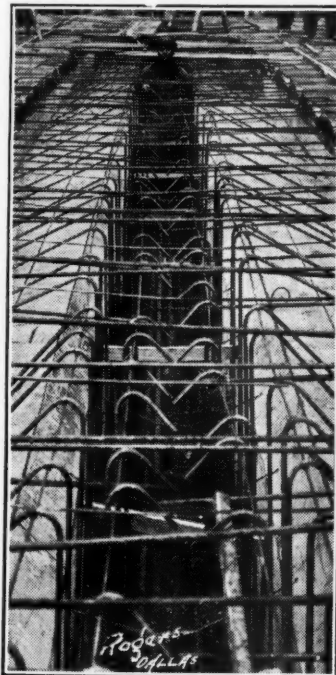


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Dallas Baseball Games Season 1925

At Home	Road Games
BEAUMONT	
May 13, 14, 15	May 19, 20, 21
June 14,* 15	July 1, 2, 3
July 20, 21, 22	Aug. 1, 2,* 3
Aug. 21, 22, 23*	Aug. 28, 29
HOUSTON	
May 10,* 11, 12	May 22, 23
June 11, 12, 13	June 28,* 29, 30
July 23, 24, 25	July 29, 30, 31
Aug. 16,* 17	Aug. 30,* 31, Sept. 1
SAN ANTONIO	
May 5, 6, 7	May 27, 28, 29
June 16, 17, 18	June 23, 24, 25
July 13, 19*	Aug. 7, 8, 9*
Aug. 13, 14, 15	Sept. 2, 3
WACO	
May 8, 9, 24*	May X, 25, 26
June 19, 20, 21*	June 26, 27
July 15, 16, 17	Aug. 4, 5, 6
Aug. 18, 19, 20, Sept. 6*	Sept. 4, 5, X
SHREVEPORT	
April 19,* 20, 28	April 29, 30, May 1
May 16, 17,* June 22	June 9, 10
July 4-4, Sept. 7-7	July 10, 11, 12*
Sept. 10	Sept. 11, 12, 13*
FT. WORTH	
April 16, 17, 23, 24	April 15, 18, 21, 22
June 6, 7*	May 30-30, 31,* June 5
July 26-26,* 27	July 5,* 6, Aug. 10
Aug. 11, 12	Sept. 9
Sept. 8	
WICHITA FALLS	
May 2, 3,* 4	April 25, 26,* 27
May 18, June 1, 8	June 2, 3, 4
July 7, 8, 9, 28	July 13, 14
Aug. 27	Aug. 24, 25, 26

*Sunday Games.



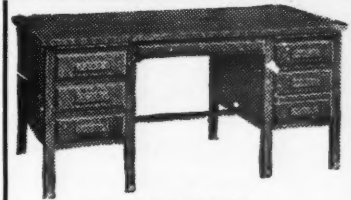
The new 18-story Baker Hotel, under construction on the site of the Oriental Hotel, has employed a novel construction feature in caring for a special convention hall on the third floor. This is the use of four reinforced concrete girders, with a span of 72 feet in the clear, that weigh 92 tons each. Six tons of steel are used in each of these girders which carry the ceiling of this hall 23 feet above the floor. The convention hall will seat 1250 persons. In addition to the convention hall, 12 private dining and conference rooms, a main dining room, a coffee shop, a roof garden and a roof dining room will be available for conventions.

E. Gordon Perry of Dallas was elected president of the Texas Association of Finance Companies, organized at a convention here last month.

George Waverley Briggs has been appointed chairman of the finance committee of the United Charities for the current year.

The Columbian Club has voted to sell its property at 1112 South Ervay Street and purchase 150 acres near the city for the establishment of the Columbian Country Club. The new home will include a golf course. Herbert Mallison is the newly elected president.

Ed. E. Shelton has been elected president of Lakewood Country Club, and Stuart Arthur re-elected secretary-treasurer. The club is expending \$75,000 on improvements on its building and grounds.



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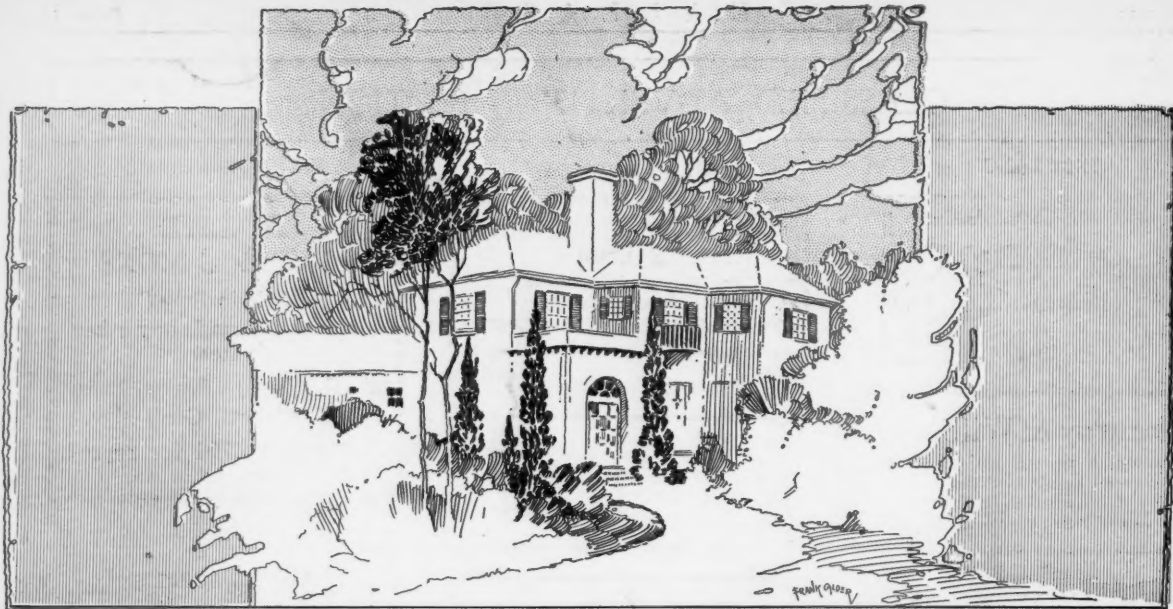
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